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Radio Round-up

on food...

A Service
For Directors of Women's Radio Programs

Des Moines, Iowa
July 3, 1943

THE NEW POTATO PROBLEM

Here's more about the potato situation, following through on that important news we sent you in last week's Radio Round-up. Maybe you've been wondering what's behind this sudden request that you promote potatoes in a big way, after we've been telling you for some time that you should reconcile your listeners to their absence from the dinner table. Well, the potatoes have been right there in the ground, growing steadily all through the spring, you know, though that early cold weather held them back. When summer arrived with a vengeance, however, the potatoes suddenly came of age, so to speak. All the important potato-producing areas began shipping the spuds to market, -- and the first thing we know there were plenty of potatoes!

EAT POTATOES NOW TO SAVE THEM

These new potatoes, with their thin skins, are much more delicate than the late potatoes, and they don't take well to storing. They're delicious eating, however, and should be very welcome additions to the menu, since their absence must have made many a heart grow fonder. These potatoes will be in heavy supply throughout the month of July, it's believed. The late summer and fall will bring different varieties of potatoes which are not so perishable, -- but the abundant supplies of new potatoes on the market now must be consumed immediately, or they will go to waste. Tell the victory garden potato producers not to be in a hurry about digging up those new little spuds to show them off to the neighbors. Let them stay in the ground and mature, while everybody eats the commercial supplies to save 'em!

POTATOES ARE OF IMPORTANCE NUTRITIONALLY

Unfortunately, a great deal of emphasis is laid on the fattening qualities of potatoes, and not enough on their nutritive value. While it's true that they do contain a larger proportion of calories than many vegetables and fruits, they are far below such foods as candy, cake, ice cream and rich desserts in their caloric value. Eaten in moderation, potatoes needn't

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cause much worry about the waistline. Vitamin C is among the valuable nutrients found in potatoes, -- they also contain thiamine, iron and protein. And don't forget to urge your listeners to cook potatoes with their brown jackets on, because the richest supply of vitamins and minerals is found right under the skin.

FOOD PLANS MUST BE FLEXIBLE

In talking to your listeners about this change in the potato supply picture, point out to them that here's an example of the flexible food plans all of us must make during wartime. We must be ready to take advantage of any food made more plentiful by favorable weather, and equally ready to go easy on scarce foods. Here's an instance of the response of the farmer to the War Food Administration's call for more potatoes, -- we consumers now must do our part, -- and it shouldn't be hard!

BUTTER AND CHEESE CONSERVATION

Now that butter and cheese are worth points as well as pennies, it's essential for all of us to know the facts about conservation of these important foods. The War Food Administration is urging homemakers to prevent waste by storing them properly in the home.

Butter

Keep butter in its original wrapper and carton, as these will protect it against "foreign" flavors present in the refrigerator. If it is to be kept for long periods, it should be stored at temperatures of from zero to 20 degrees Fahrenheit. If refrigeration is not available for storing butter, it should be salted heavily, and immersed in a brine solution at as low a temperature as possible.

Cheese

To keep cheese satisfactorily, refrigeration is required, -- temperatures from 32 to 50 degrees are best. To prevent its drying out, wrap it in a moist cloth and then in moisture-proof paper, such as waxed paper. Do not place cheese too close to the coils in a refrigerator, as it will not stand freezing. Keeping it at a low temperature will prevent mold growth, but if any mold has formed, wipe it off before storing, to prevent its penetration into the body of the cheese.

NEWS ABOUT THE COMMERCIAL GARDENS

Here's general news about commercial truck crops, as of June 15, based on a report from the Bureau of Agricultural Economics. Conditions affecting the development of vegetables and fruit in all parts of the country were more favorable during the first half of June than in May, and most crops made good progress during that period. Weeds are causing considerable trouble in many northern sections, however, because growers have been unable to cultivate crops properly.

The harvesting of early crops in the south and west is drawing to a close. The large consuming centers are receiving many more fresh vegetables from nearby areas, and these will furnish most of the supplies during the summer months.

In Virginia, Maryland and Delaware, crops generally made rapid growth under favorable conditions.

In the North Atlantic States rapid progress was made, especially during the second week of June. Excessive weed growth may mean abandonment of some acreage of root crops, however. In the East North Central States, much the same conditions will be found, with the season running about two weeks behind schedule.

Conditions in the west are good, for the most part, although cool weather had retarded growth of crops to some extent.

THE GROCER GOES TO WAR

And so does his clerk, and his delivery boy, and his porter, -- they're represented in the grocery store by new stars on the service flag, -- and they've brought about the number one problem in the grocery business today. That's the manpower shortage, -- which the industry is trying to meet with womanpower, as you've doubtless noticed. The employment of women in retail groceries has been stepped up from a pre-war level of about one-fifth to nearly one-half. Even in the wholesale food trade, there has been an increase in the employment of women of from about 14 percent to more than 23 percent. To meet the shortage of help, more stores than ever before have turned to customer self-service. Cuts have been made in delivery service, store demonstrations have been reduced, and advertising promotions curtailed.

Rationing Increases Grocer's Work

How many people, standing in line at the grocery store these busy days, think what a headache rationing is for the grocer? He and his employees now have many added jobs, -- they really carry much of the burden of educating their customers about rationing. They have to keep in mind not only the long list of prices and sizes they've always had to remember, but must be familiar with point values, and be able to tell their customers the expiration dates of the various stamps. In certain types of stores, where only 3 or 4 minutes were formerly required to handle customers' purchases, it now takes from 9 to 11 minutes.

Customer Must Cooperate With Grocer

Customers can cooperate by informing themselves on point values of the rationed foods which they buy most often, -- perhaps noting them on the grocery list as they go along. Also, it will help to have the ration books out and ready to use when the checker finishes totalling up the points. Standing in line is tiresome -- we all admit that -- but standing behind the counter is no picnic either. Why not tell your listeners about some of the grocers' difficulties? We're all working together to meet wartime problems, and a better understanding of the other fellow's worries may keep us from over-estimating the importance of our own.

WHEN A SANDWICH BECOMES A SABOTEUR

Here's a warning against the rather common practice of using meat or egg salad mixtures for sandwich fillings in box lunches. There's danger of food poisoning unless such mixtures are kept cold, you know, -- and if the lunch box is to remain in a warm office or war plant, conditions are just right for the development of the bacteria that cause food poisoning. These days, when homemakers are packing lunch boxes for various members of the family, particular care must be taken not to include anything that won't stay fresh without refrigeration. If there's any doubt at all about this, it's much safer to use the meat plain, and to pack a plain hard-cooked egg, rather than to make a salad out of either or both.

PLANNING THE FALL GARDEN

The victory garden specialists of USDA recommend that you tell your listeners now is the time for them to begin planning the fall garden, which can be planted where the early spring vegetables are now bowing out of the scene. They recommend fall lettuce, onions, snapbeans, kale, spinach, collards (in the south), late cabbage, and the root vegetables, such as carrots, turnips, rutabagas and beets. Remember, if there are more of the root vegetables than the family can eat, these are easy crops to store. Farmers' Bulletin No. 1939 on storage, gives much helpful information about storing vegetables, and contains a special section directed to city gardeners.

Here's a hint you may like to pass on to your gardening listeners. Moisture is essential if the fall garden is to be successful, and one way of assuring it is to make a little trench where the row is to be and let the hose run in it for a while, until the earth is well soaked. After the ground has dried a little, plant the seeds, cover them lightly with sandy soil, leaf mold, -- or with plain sand if neither of the others is available. Place a board over the top to keep in the moisture; then, as soon as the seedlings begin to come up, remove the board so that it won't damage them. The length of time to leave the board down will depend on the time required for the different seeds to germinate.

MORE TUNA FOR CONSUMERS

As you have doubtless heard, there's to be more canned tuna for civilian consumers from now on. The War Food Administration has announced that the entire production of canned tuna and tuna-like fishes packed after June 27 will be available for civilian consumption, -- which means an increase of about 25 million pounds from the 1943 pack for the folks at home. Under Food Distribution Order 44, 60 percent of the canned tuna, bonita and yellowtail was reserved. No change has been made in the government reservations of other leading varieties of canned fish, such as salmon, sardines, mackerel and shrimp.

NEW POINT VALUE LISTS

The new point value lists of rationed foods, announced Friday, are a combination of good and bad news for consumers. Let's consider the red stamp foods first. It's good news that margarine and lard are reduced one point a pound, and that process butter is listed for the first time at four points a pound, against the eight points for regular butter.

Then there's cheese, which fits into summertime meals so well. Both Group 2 and Group 3 show a reduction of one point a pound. That means we'll give only 2 points per pound instead of 3, for cream, neufchatel, and creamed cottage cheese. All the other rationed cheese, except cheddar, are now 5 points instead of 6. Cheddar remains at 8 points.

Canned fish is up 4 points, and is listed at 12 points a pound, except for oysters,-- they're up to five points, instead of three. More fresh fish is available during the summer, however, so this should not be a real hardship.

Most beef cuts are up one point; only two were advanced two points. OPA states that the civilian supply picture for July leaves no alternative but to discourage beef consumption even further by these increases. They point out that the amount available for civilians during July is estimated at about 8 or 9 percent under June which had a supply running fully 10 percent under original estimates. They state further that beef production has been subjected to severe dislocations. The total cattle on hand are now at a record high, but the number of live cattle coming into the markets has declined sharply.

Pork supplies during July are expected to be much larger than beef. The consumption of pork is being encouraged through the continuation of relatively low point values on many cuts.

Now for the blue stamp foods, --the processed foods. Seventeen changes are announced on the new list, also effective July 4. Twelve increases and 5 decreases will be noted. The reductions all are in the canned or bottled vegetables, namely: fresh shelled beans, green or wax beans, tomato pulp or puree, tomato sauces containing over 5 percent dry tomato solids, and tomato sauce in combination packages with cheese. Seven vegetable items and 5 fruits are advanced, namely: apples, apricots, fruit cocktail, peaches, pears, fresh lima beans, vacuum-packed whole kernel corn, and other canned corn, peas, tomatoes, tomato catsup or chili sauce, and tomato paste. There's a change downward in the value of one container size in the vegetable and fruit juice classification. The weight bracket "over seven ounces, including 10 ounces" is reduced in value from two points to one. This applies to all items in the juice classification except pineapple juice. This container size has been lagging behind others in the movement from the grocers' shelves to the consumers' pantries.

It is necessary during this period, when new packs are being canned, to conserve part of the new pack for future months when fewer fresh vegetables and fruits are available. Considering the victory garden production, and increased commercial supplies, these point value changes should not work a hardship on anybody.

SOAP RATIONING UNLIKELY

The War Food Administration reports that there is no intention of rationing soap. The supply situation does not seem to warrant any such measure. While it may not always be possible to purchase a particular brand of soap, it seems sure that we will be able to purchase some kind of soap. In order to insure this, the government is releasing large quantities of fats and oils from reserves, and is planning to provide for the most efficient use of these fats by a larger use of domestic materials. This action should bring about an increase of 10 percent in soap production. Tell your listeners to buy no more soap than is actually needed, and to continue salvaging every drop of fat from the kitchen.



Radio Round-up

on food...

A Service
For Directors of Women's Radio Programs

Des Moines, Iowa
July 10, 1943

A REMINDER ABOUT RATIONING

Do you accept food rationing willingly,--or do you regard it as a tremendous personal inconvenience,-- or perhaps as an unnecessary restriction? Rationing isn't news any more, in one sense of the word, and yet there's a certain element of news in rationing every month. We've just experienced changes in point values of a number of foods,-- more increases than decreases too -- which should remind all of us that our food supply is being carefully watched and checked. These changes make it clear that the amounts allotted to the various agencies, military, lend-lease, and civilian, must be changed according to the supplies on hand. Let's always remember what rationing really is -- sharing with each other to help our armed forces and fighting allies.

SUGAR

You may have heard talk about removing sugar from the list of rationed foods in the near future. It has been made clear, however, that such action is dependent on a continuation of the present ocean shipping situation. It also assumes that consumers will not, as in 1941, over-buy or hoard tremendous stocks of sugar. The Sugar Branch of the Food Distribution Administration tells us that the shipping situation is better at present than it has been, but that the amount of sugar imported necessarily depends on the war program. Many ships that used to bring sugar here are now carrying more essential things needed in fighting the war. The more generous allotment of sugar for canning this year is an indication of better sugar supplies, but we have no assurance as to how long this condition will continue. Therefore, it is important for all of us to realize that we must observe the rules of rationing. Let's use the canning sugar for canning,--not for regular household purposes. If, for various reasons, we're not able to do any canning, the sugar should remain right on the grocer's shelves.

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Our fighting men must receive their fair share of sugar,-- incidentally, they're rationed the same as we are. Then, some sugar must be sent to our allies, and the remaining sugar shared among civilians. You might remind your listeners that the American sugar ration is still among the largest per capita of the major nations of the world. An occasional reminder from you broadcasters will help everyone to understand why we must play the game according to the rules.

COFFEE

The name of coffee has been coupled with sugar in connection with the possibility of eliminating rationing at some not too far distant date, provided the receipts of coffee from South America continue at the present rate. We checked with FDA's Special Commodities Branch, and were told that present stocks do not warrant the complete elimination of all control of coffee at this time, but that the supply situation looks favorable for some months to come. Coffee drinkers should be much happier now than they have been for a long time, however. The recent reduction in the ration period to 3 weeks means that they needn't restrict themselves so much,-- tell them to drink their coffee, hot or iced, and enjoy it!

TEA

While tea is not rationed, we made some inquiries of the Special Commodities Branch about that beverage, and received encouraging news. They say that supplies of tea have improved materially, also that the reduction of package sizes has helped considerably to equalize the distribution of tea. It seems very likely that there will be enough tea to satisfy our craving for that popular hot-weather drink, iced tea.

THE NATIONAL FOOD SITUATION

The June issue of "The National Food Situation", published by the Bureau of Agricultural Economics (released July 3) contains interesting reading for all of us who are concerned with the food question. Here, in condensed form, is their summary:

MEAT

Total production in 1943 is expected to exceed the record 1942 output, but supplies for civilians will continue smaller than last year.

POULTRY

Supplies for consumers will continue to increase until the seasonal peak is reached late this fall; in most of the remainder of 1943, they will exceed the record supplies in corresponding months last year.

SHELL EGGS

Total supplies for civilians this summer and coming fall probably will be as large as a year earlier, though seasonally smaller than supplies of recent months. For the nation as a whole, the strong consumer demand will exceed the supply at ceiling prices.

DAIRY PRODUCTS

On the basis of present allocations, the per capita civilian consumption for the year as a whole may be 3 percent above 1942 for fluid milk and cream, but 15 percent below for butter and dried milk, 20 percent below for condensed and evaporated milk, and 25 percent below for cheese. The accumulated stocks of butter and cheese probably will be sufficient to maintain the present rate of consumption during the winter low production months.

FOOD FATS AND OILS

Both retail and wholesale stocks appear to be adequate to meet the demand under rationing in practically all areas.

FRUIT

Total production in 1943-44 may be only about 5 percent smaller than during the 1942-43 season, as a result of the all-time record production of citrus fruits. Citrus supplies for civilians may be as large as last year, and apple supplies almost as large. The supply of all other deciduous fruits for fresh use may be only 2/3 to 3/4 as large.

CANNED FRUITS AND FRUIT JUICES

It is probable that the total supply for civilian consumption in the 1943-44 season will be no more than three-fourths of the supply last season.

DRIED FRUIT

Production in 1943 probably will exceed that of 1942.

FRESH VEGETABLES

Supplies for the commercial market so far this season are estimated at about 13 percent less than in 1942. Growers have indicated their intentions to plant a larger acreage of the major processing truck crops in 1943, however, than was planted in 1942.

DOMESTIC WHEAT

The supply for 1943-44 is now indicated at about 1,320 million bushels compared with 1,613 million bushels in 1942-43.

DOMESTIC RYE

The supply for the same period is now indicated at about 75 million bushels (estimated 41 million bushel carry-over and a crop estimated at 34 million bushels), making it the second largest rye supply since 1922.

FEED GRAINS

With average growing conditions, during the remainder of the season, the 1943-44 supply, including wheat and rye available for feed, probably would total 11 percent smaller than the 1942-43 supply, but 31 percent larger than the 1935-39 average.

RECENT WFA FOOD DISTRIBUTION ORDERS

FDO NO. 58 - PET FOODS

This order, effective July 1, continues the restrictions on the use of protein supplies in pet foods. Its intention is to divert as much animal and vegetable protein as possible into production of vitally important livestock and poultry feeds. The limitations are designed to provide a minimum maintenance diet for household animals, and it continues the controls over pet food content and production originally established by Food Production Order No. 7, which expired on June 30.

FDO NO. 59 - FISH OIL

This order, effective July 1, requires the producers of oils from California sardines; Oregon and Washington pilchard; Menhaden, and Alaska herring to set aside certain quantities from the 1943 catch for government purchase. These oils will go into the government reserves and will be distributed to meet military, lend-lease and essential civilian requirements.

FDO NO. 60 - USE OF FISH OIL

This order, effective July 1, provides for the conservation and distribution of the fish oils described in FDO No. 59, plus west coast mackerel, tuna and salmon. Fish liver oils are not covered. It restricts the use of these oils and is designed to make it possible for all manufacturers of essential products to get a portion of the output.

FDO NO. 61 - MEAT

This order, effective July 1, establishes a new designation, "Commercial Slaughterer", which will be used henceforth in reference to slaughterers with quota bases exceeding 2 million pounds. At the same time, another order, (FDO No. 61.1) establishes quotas of meat which commercial slaughterers may deliver for civilian consumption during the quota period July 1 to September 30, 1943, inclusive. These percentages limit such deliveries during the three-month period to these percentages of the deliveries made in the corresponding period of 1941; beef and veal, 65 percent; pork, 85 percent; lamb and mutton, 80 percent. The percentages for the April through June quarter were the same for beef and veal, 75 percent for pork, and 70 percent for lamb and mutton. Because of expected seasonal reductions in the amount of meat available from farm slaughter, there will be little material change in the amounts for civilians.

Officials emphasize that these two regulations do not restrict the total slaughter of livestock. They do limit the amount of meat allowed to flow into civilian channels, however. Federally inspected slaughterers may slaughter to full capacity, but they must supply the armed forces, lend-lease buying agency (FDA) and other exempt purchasers with all the meat they produce above their civilian quotas.

FDO NO. 62 - FIGS

The above numbered order, effective July 6, prohibits the sale, purchase or use of all figs produced in 1943 in the principal production area of

California for alcohol or alcoholic beverages, syrups, flavoring, animal feed, concentrates, scents, or any other by-products, without specific authorization by the Director of Food Distribution of WFA. This action was taken at the request of the fig industry, and was based on the consideration that figs of edible quality should be used exclusively for food purposes.

BLACK MARKET SLAUGHTERER JAILED

A farmer, Théologus Grillis of Jackson, Mississippi, pleaded guilty July 1 in U. S. District Court, Southern District of Mississippi, to a charge of killing livestock without a permit and was fined \$5,000. In addition, he was given a six-month jail sentence, which was suspended on condition he pay the fine. He was placed on probation for six months.

In announcing the court's decision, WFA officials served notice that violations of the Livestock Slaughter Permit Order, Food Distribution Order No. 27, will be investigated thoroughly and that those found guilty will be brought to speedy justice.

On June 11, Grillis also pleaded guilty in the Circuit Court of Hinds County, Mississippi, to a charge of offering for sale as human food, meat which was unclean and unfit for human consumption. He pleaded guilty, was sentenced to two years in the state penitentiary, and is now serving this sentence. Evidence disclosed that Grillis, who had no permit to slaughter, on April 8, 1943, killed a diseased hog at his farm and had it delivered to the Grillis Grill which he operated in Jackson. The meat was condemned by local authorities and destroyed.

Grillis maintained no records of livestock sales, another violation of the Permit Order, and he entered into an agreement on April 6 for the sale of a cow and a calf to a purchaser who accepted delivery.

Four persons in sworn statements admitted that Grillis had offered them inducements to give false information about the diseased hog.

MACAPONI

MEAT STRETCHER PAR EXCELLENCE

The consumption of macaroni products is breaking all records. Before Pearl Harbor, the average civilian ate about 5 pounds of macaroni products each year. Supplies available to civilians this year amount to nearly nine pounds per capita, with an even more liberal allowance for the men in the armed forces. In Italy, the consumption of macaroni products amounts to between 30 and 50 pounds per capita, and while it's improbable that our annual demand will even approach that of Italy, there's a sharp increase each year.

The American taste for macaroni was growing steadily before the war started, -- in fact, the American macaroni industry got under way about 90 years ago. Now, however, unrationed macaroni is very important as a meat stretcher. For example, a pound of meat or cheese won't make much of a meal in itself for a large family, but when it's added to macaroni, there will be enough for the whole group. It's a first-rate summer salad filler too, -- and homemade noodle soup will help to save ration stamps.

FOOD VALUE OF MACARONI

Macaroni products differ in content, size and shape. There are hollow tubes of macaroni, solid rods of spaghetti and vermicelli, and noodles to which eggs have been added. All, however, are made from Northwestern durum wheat, which has a very high carbohydrate content,-- it's one of the top-flight energy food stuffs in the grain family. This gives macaroni a carbohydrate content of nearly 74 percent. Right now, with so many people doing heavy war work, more energy-producing foods are necessary. Macaroni not only has this qualification, but is also one of the least expensive carbohydrate foods.

The protein content of macaroni is another important quality, since this is necessary for continuous building of body tissues, and repairing wear and tear in the body. In its dry uncooked state, it is about 13 percent protein, -- as large a protein percentage as in graham flour or bran flakes. As you doubtless know, proteins from grains and other plant foods are considered to be incomplete,-- that is, not by themselves sufficient for building body tissues and making these bodily repairs, as animal proteins are capable of doing. About one-third of the proteins in the diet should come from animal sources -- meat, poultry, fish, eggs and dairy foods. However, since macaroni is usually combined with one of these foods, the combination results in an efficient protein dish.

SOMETHING NEW IS BEING ADDED

You broadcasters will doubtless be interested to hear that several new formulas for increasing the protein content of macaroni products are now being developed. The goal is an increase from approximately 13 percent content to from 16 to 18 percent, by the addition of soy flour, corn germ and wheat germ. Tests are now under way which cover the standards of color, palatability and storing qualities, and we expect to be able to tell you the results of these tests within the next few weeks. The immediate use of this fortified macaroni will be to increase the protein content of the food supplies going to the nations we are assisting with our rehabilitation program.

THE PRODUCTION OUTLOOK

The production outlook is one of the brightest spots in the wartime food picture. The production of durum wheat has increased steadily over the past few years. In fact, in 1942 more than a million barrels of durum wheat flour were milled -- the largest amount for any year for which records are available. Representatives at the recent meeting of the macaroni, spaghetti, and noodle food industry advisory committee told the War Food Administration that the production in the months ahead would be ample to meet the anticipated government and civilian requirements.

Future production trends will depend not only on domestic utilization but also on the foreign trade during the reconstruction period, when a continued strong demand for most staple foods suitable for export is to be expected.

READ DIRECTIONS CAREFULLY

We've heard reports that some homemakers are having trouble with the new wartime model glass jars for canning. We consulted USDA's home economists, and were told that people should be cautioned to read the manufacturers' instructions about these jars, and to use them only as directed. As a matter of fact, on the Farm and Home Hour a couple of weeks ago, Ruth Van Deman of the Bureau of Human Nutrition and Home Economics, spoke some words of warning about that very subject. She said: "All the new jars and jar tops have printed instructions with them. Every person who uses home canning jars needs to read what the manufacturer says, and look at the pictures of how to use the new closures."

In reply to a specific question about how to handle the jar with the three-piece closing, glass top, screw band, and rubber ring, she replied: "---That small rubber isn't meant to go down onto the shoulder of the jar. That small rubber ring fits around into the groove made for it on the glass lid. Then the glass lid fits rubber-ring-side-down into the top of the jar. There's no stretching or straining about it. Next the metal band is screwed into place. And this is important, ---unless you want your jars to blow up --- screw the metal band tight,--- then give it a quarter turn back. That's so the air that cooks out of the food as it heats through in the jar can escape. "Exhausting" is the professional canners' word for it."

In view of the great interest in home canning, and the necessity for doing everything correctly, so that no food will be wasted, we think you should pass this information along to all your listeners.

KEEP PLUGGING POTATOES

The potato picture is about the same as it was a week ago, -- the market flooded with spuds. These early potatoes cannot be stored so keep telling 'em to make use of this valuable food in every way possible.

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AUG 4 - 1943

U. S. DEPARTMENT OF AGRICULTURE

Radio Round-up*on food...*
Des Moines, Iowa.
July 17, 1943**BUDGETING THE NATION'S FOOD**

This week's issue of Radio Roundup is devoted largely to the story of the allocations of the important foods to the civilian population, the military, our allies...to all the agencies which have a claim on American food. You might well think of this as a national food budget, because a budget is the usual answer to the problem of expenses running ahead of income...and certainly our food needs are running ahead of the supply. The War Food Administration has divided our prospective food supplies among the people who need them, in the ways designed to make the best possible use of them.

The war has brought increased incomes to many consumers, and a much greater demand for food, on the home front as well as the war front. When a man goes into the services, he starts eating a lot more food...we might say that he checks his civilian appetite along with his civilian clothes. Also, of course, American food must help to feed our allies, both civilians and armed forces, and it has an important job to do in feeding the people of the countries we free from the domination of the axis....there's a place where food is literally a weapon of war.

Income vs. Expenditures

It's clear to everybody, we're sure, that our food "income" must be budgeted to meet the pressing food "expenditures"....and allocation is the answer. This means figuring out which food expenses are essential, which are borderline, and which are luxuries that we can't afford. A committee representing all the government agencies concerned with food problems has done the necessary figuring, and made the recommendations as to how the food should be divided. Here's the membership of this committee: American civilians are represented by the civilian requirements branch of the Food Distribution Administration. Each branch of the armed forces, Army, Navy and Marine Corps, has a spokesman. Our allies are represented through the Lend-Lease Administration. American territorial possessions have their food requirements presented through the Interior Department. The Office of Foreign Relief and Rehabilitation presents the urgent needs of the people of the liberated areas. In addition,

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the State Department, Red Cross, Office of Price Administration, Board of Economic Warfare, War Production Board and Veterans Administration all have representatives on this inter-agency food allocations committee.

When the claims from all these groups are in, they are compared with the supplies available. If the claims exceed the supplies, each representative is then asked to re-justify his food claims on the basis of relative urgency. If the food requested is not available, efforts are made to substitute another which is more plentiful. War Food Administration officials point out that the allocations are based on expected production, and, therefore, are "firm" for only one quarter. At the end of each three-months, supplies are re-estimated and the allocations squared with the expected food income.

You will probably wish to have the figures on the allocations of these foods, so we are presenting them here for the three groups which have been announced ...dairy products, canned fruits and vegetables, and Meat, for the 12-month period beginning July 1st. We will follow up with the rest of the figures as they are released.

Dairy Products

Production for the next 12 months on the allocated dairy commodities, with the exception of butter, is expected to be greater than during the pre-war years, 1935-39. Butter production will be slightly less. Cheese, however, will be up 35 percent, evaporated milk 45 percent, and all milk powder 175 percent.

Butter

Civilians will have available about 1,670 million pounds, or approximately 8 out of every 10 pounds produced. The armed forces: $1 \frac{1}{2}$ pounds out of every 10. The Russian army; $\frac{1}{2}$ pound out of every 10.

Cheese

Civilians will get about 508 million pounds, or $5 \frac{1}{2}$ out of every 10 pounds produced. The remaining $4 \frac{1}{2}$ pounds will be divided among military, countries receiving defense aid, Red Cross, and U. S. territorial possessions, with the allies getting the heaviest share.

Evaporated Milk

Civilians have been allocated 30 million cases of the 69 million total, or about $4 \frac{1}{3}$ cases out of every 10 produced. Military and war services, slightly more than 24 million cases, or about $3 \frac{1}{2}$ out of every 10. Much smaller amounts will be made available to our allies and other export groups.

Condensed Milk

Civilians will get the major share of the prospective condensed milk supplies, approximately $\frac{2}{3}$ of the available 300 million pounds. The allies and other export groups will get the remainder. None has been allocated for military use.

Spray Process Dried Skim Milk

Approximately 136 million pounds of a prospective 291-million-pound supply will

be shipped under lend-lease. The remainder is allocated as follows: 90 million pounds to U.S. civilians; 46 million pounds for military use; 14 million pounds to Office of Foreign Relief and Rehabilitation; 4 million pounds to U. S. territorial groups.

Roller Process Dried Skim Milk

90 million pounds of the 231-million-pound supply has been allocated to Foreign Relief and Rehabilitation; 85 million pounds will be available for domestic consumption; 38 million pounds will go to our allies; 16 million pounds will go to the American Armed Forces.

Dried Whole Milk

Of the total production of about 143 million pounds, about 59 million pounds will go to military and war services; 38 million pounds to lend-lease; 25 million pounds to other exports and shipments, and 20 million pounds to United States civilians.

Canned Fruits And Vegetables

Civilians will receive approximately 70 percent of the prospective supply of canned vegetables, including soups, and 53 percent of the canned fruits and juices during the next 12 months. This represents an increase of about 4 percent on the vegetable products over the average consumed during the 1935-39 period, but a decrease of about 40 percent on canned fruits. Specific figures are as follows:

Canned Vegetables

(Including soups, baked beans and baby foods) the estimated total supply is 262 million cases, to be divided as follows: 70 percent to civilians; 26 percent for military and war services; 1.2 percent for our allies; the remainder for other exports and contingency reserves.

Canned Fruits And Juices

(Including citrus) the total estimated supply is 61 million cases. 53 percent of this will go to civilians; 40 percent to military and war services; less than one-half of 1 percent to our allies; the remainder for reserves and other exports.

Military requirements place heavy emphasis on canned and dehydrated fruits and vegetables, of course, since they are relatively non-perishable and can be stored and shipped easily. This means that it's up to the folks at home to use more fresh fruit and vegetables, and more home-canned foods, to release these "Battle Foods" for the Battle-Fronts.

Meat

Civilians will get 63 out of every 100 pounds of the meat produced during the next 12 months, which, it is estimated, will permit the civilian meat ration to continue at about the present level. Total meat supplies, from which allowances to the various groups are to be made, are estimated at about $23\frac{1}{4}$ billion pounds. Of this, civilians are expected to receive about $14\frac{3}{4}$ billion pounds. The armed forces have been allotted almost 4 billion pounds, or 17 out of every 100 pounds; FDA will procure for our allies about $3\frac{1}{4}$ billion pounds, or 14 out

of every 100 pounds (mostly pork). The remainder, (6 pounds out of every 199), will go to reserve supplies and exports, including the Red Cross and U.S. territorial possessions. Following are specific allotments.

Beef

About 9 billion pounds are expected to be available during the next 12-month period. Civilians will get approximately 6 billion pounds, or 66 out of every 100 produced; the armed forces, 2 billion, or 23 out of every 100 pounds; the Red Cross, U. S. territorial possessions and our allies, 170 million pounds, or 2 out of each 100 pounds. The remaining 9 out of each possible 100 pounds has been earmarked as a contingency reserve.

Pork

Approximately 12 billion pounds are expected to be available. Civilians have been allotted a little over 7 billion pounds, or 59 out of every 100; 3 billion pounds are scheduled to go to our allies; military and war services will need $1\frac{1}{2}$ billion.

Veal

Of the anticipated production of one billion, 100 million pounds, civilians have been allocated about 900 million, or roughly, 80 out of every 100 pounds. The armed forces will get about 200 million pounds; our allies will receive about 8 million pounds.

Lamb & Mutton

Production is estimated at about 334 million pounds. Of this civilians have been allotted about 540 million pounds, or 65 out of every 100; military and war services will need about 154 million pounds; about 135 million pounds have been allotted to countries receiving defense aid.

WFA officials explain that farmers have been expanding their production of meat animals ever since America entered the war, and that it is now far higher than in pre-war days. War needs for meat are increasing rapidly, however, and there is, of course, a limit to the amount that can be produced. Therefore, the entire supply must be allocated carefully. The War Meat Board, with its headquarters in Chicago, is obtaining slaughter data on a weekly basis, by areas and regions as well as for the country as a whole. This means that the allocation and distribution of the national meat supply can be handled effectively on a week to week basis.

Since it's very important that we use food as a weapon of war, the object of these allocations of food is to send supplies to the fronts where they are most needed and will do the most good.

Tomato Talk

This is the time of year to start talking about tomatoes...and this year, with the victory garden tomato crops to be considered, tomatoes will be more important than ever to many of your listeners. Tomatoes contain vitamins A, B Vitamins, and C, which makes them really alphabetical. A good way to conserve this valuable food is to can plenty of tomatoes...can the juice too...and in that way save blue ration stamps for the foods which can't be preserved so easily.

And when we say easily, we mean just that...don't worry because there aren't enough pressure canners to go around, for tomatoes don't need that kind of attention. Department of Agriculture Home Economists recommend the hot-pack method and the boiling-water bath...this goes for the juice as well as for the tomatoes, of course. Those who are canning tomatoes from the victory garden will be able to can them at exactly the right stage of ripeness. If they're dependent on the commercial markets, however, they'll do well to watch for sound, ripe, locally grown tomatoes. Putting them up in small batches while they're vine-fresh means that more of the vitamins and minerals will be retained. Soft tomatoes, not firm enough for canning and yet not overripe, make excellent juice.

Before tomato juice is seasoned or spiced, it's well to remember that as regards spicing, tomato juice can be used in many more ways if it isn't spiced at the time of canning. Also, spices tend to darken the juice and change the flavor over a period of time. Spices can be added at the time of serving, you know.

Remember...the more tomatoes canned, the more blue stamps saved.

VICTORY GARDEN NEWS

After the suggestions we made last week about planning the fall garden, you may have been puzzled at the announcement of OPA concerning the use of gasoline by victory gardeners. In this it was stated that gardens planted after July 12 would be too late to produce enough food to warrant extra use of tires and gasoline.

In order to clear up any possible misunderstanding, the Department of Agriculture and the OPA have issued a joint statement in which they say that this referred to gardens where ground had not been broken before that date, but was not intended to discourage the planting of fall crops in gardens already established. Garden authorities in the Agricultural Research Administration of the Department say that in the eastern half of the country south of the Great Lakes, fall crops of beets, carrots, cabbage, kale, potatoes, turnips and other cool weather crops can be grown successfully.

In view of the importance of producing as much food as possible in victory gardens, you'll do well to tell your listeners to keep their gardens planted by seeding these fall crops where early crops have been harvested. There is still time to plant these crops in most of the area mentioned, and some of them may be planted well into August in the south.





A Service
For Directors of Women's Radio Programs

Radio Round-up

on food...
Des Moines, Iowa
July 23, 1943

EARLY TURKEY TALK

So you think it 's a bit early to be talking about turkey? Well, do you realize how much work will be required to produce the ten million pounds of turkey which have been requested to headline holiday dinners for our fighting men overseas? The American turkey industry does, and so does anybody who's read what W.D. Termohlen, Assistant Chief of the Food Distribution Administration's Dairy and Poultry Branch, said before the National Turkey Federation a few days ago in Chicago. He really "talked turkey" to them. He told them that if these turkeys are to reach all the battlefronts of the world (where Americans are fighting) in time for Thanksgiving, Christmas and New Year's Day Dinners, they must be ready for overseas shipment as follows : 2 million pounds between September 1st and 15th; 2 million pounds between September 15th and 30th; the remaining 6 million pounds as soon thereafter as possible. .

How It Can Be Done

Mr. Termohlen pointed out that it will require cooperation to do this. He said he feels certain, however, that not a person here at home would be unwilling to give up a pre-holiday taste of turkey to provide our fighting men overseas with their holiday dinners. He pointed out too that hotels and restaurants, for a short time before the holidays, would have to take turkey off the bill of fare...also that turkey packers and processors would have to tell the trade that for the time being all turkeys are going overseas to our boys. He feels sure, he says, that patrons of retail stores will accept this explanation willingly, once they know where the turkeys are going. The armed forces do not want the whole 1943 production of turkeys, of course...but the small portion they do want is needed greatly and very soon.

1943 To Be A Good Turkey Year

Present prospects are for a production of more than 35 million turkeys, which would exceed the all-time record production in 1942 of 32,500,000 birds. The 1943 goal is even higher, however...it's 40 million turkeys, or about 500 million pounds of turkey meat. The 10 million pounds required early for the armed forces overseas does not include the quantities needed later for the

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military services in this country, Mr. Termohlen explained. These will be obtained during the season when marketings are heaviest. Only about 10 percent of the entire turkey crop for 1943 is expected to be required for military needs, however.

The Reason Behind It All:

Mr. Termohlen's own words give us the reason. He said: "Americans and turkeys are inseparable. That has been so ever since the Pilgrims landed at Plymouth Rock. Then the wild turkey, native of the new world forests, gave the colonists encouragement and hope. It became a symbol of all that is American...as symbolic of peace and plenty as the American eagle is symbolic of the freedom we cherish. Today our boys...your boys...soldiers, sailors, marines, coast guardsmen and airmen...need the same kind of encouragement...a taste of home and a reminder that, in spite of the changes war has forced upon them, home has not changed."

NEW OILS FOR OLD

We're hearing lots about fish and fish products these days...fish is important protein food to use as a meat alternate in wartime...fish meal and fish oils are essential ingredients in poultry food... fish body oils are used in paints...and all this in the face of severe problems in the fishing industry. A shortage of fishing vessels, a serious manpower problem, and the limiting of fishing areas because of submarine activity... all these are helping to limit the production of fish.

Even so, however, there has been a substantial increase in the manufacture of vitamin products from fish oils, especially fish liver oils. Japan used to be an important source of fish liver oils...they sent us tuna livers and we extracted the oils. Much cod liver oil came from Norway, too. In fact, before the war, there was very little production of vitamin fish oils in this country. It's very important, however, to have cod liver oil for our babies...it prevents rickets, you know. And grownups are consuming millions of vitamin capsules these days, which are made from fish liver oils. The fish liver oils are being manufactured only for their vitamins... they're too expensive to produce for any other purpose. Right now, 50 to 60 trillion units of Vitamin A are produced annually in this country from fish livers, chiefly shark livers.

No matter how you look at it, the "Poor Fish" is certainly coming into its own these days!

THE NATIONAL FOOD BUDGET

Dry Beans and Peas

Here's more news about the national food budget, which we discussed at some length last week. The War Food Administration has announced the quantities allotted to civilians, the military, our allies, and other groups which have claims on our food. It's good news too, for it appears that we'll have more dry beans and peas during the next 12 months than we did in 1942.

Dry Beans:

Total supply for allocation for this period estimated at 22,200,000 bags of 100 pounds each; civilians get more than half, 11,300,000 bags; the military, 3,400,000 bags; our allies, (principally Russia and the United Kingdom), foreign relief, and reserve stocks, 7,500,000 bags. The amount allotted to civilians is higher than civilian consumption during 1942. 560,000 bags more, in fact.

Dry Peas:

Total supply for allocation is expected to be 4,150,000 bags, (100 lbs. each): civilians get 1,624,000 bags; war services, 357,000 bags; Lend-Lease and government reserves, 2,169,000. The supply of dry peas available to civilians also exceeds the 1942 consumption, by 179,000 bags.

As you know, dry beans and peas are important protein foods, and these allocations are planned to make the most effective use of the supply we have.

Eggs:

It's good news to civilians that they'll have about the same quantity of eggs in the 12 months which began July 1, as they had in the preceding 12 months. The War Food Administration announcement of egg allocations, based on an estimated production of nearly 5 billion dozen, gives 3-1/2 billion dozen to civilians, or 7 out of every 10 eggs produced. The remaining 1-1/2 billion dozen will be used by armed forces, our allies, and the Office of Foreign Relief and Rehabilitation. Most of the eggs for export will be in dried form.

The supplies of eggs for civilians will provide each person with approximately 338 eggs, which is more than last year, when the per capita consumption was 320. However, it is expected that the demand will be so great that this increased supply may not be enough to meet the full civilian demand.

As we pointed out last week, since it is not possible to predict future supplies and needs with certainty in wartime, the allocation of all these foods is definite for only the first quarter of the 12-month period. Changes or adjustments will be made for the remaining three-quarters if necessary.

NEW FOOD ORDERS

Food Distribution Order No. 63- Linseed Oil.

This order, effective July 10, provides a freer flow of linseed oil among crushers, processors, manufacturers and wholesale distributors.

Food Distribution Order No. 64 - California Clingstone Peaches.

This order, effective July 16, prohibits interstate shipments of the 1943 crop of California clingstone peaches. The purpose is to make the bulk of this year's crop available for canning, drying and freezing, to meet the large military and civilian requirements for the processed fruits.

This will not affect civilian supplies, however, since California Clingstone peaches normally are processed rather than marketed fresh. The shipment restrictions were imposed because the present large demand for fresh fruit might result in its diversion into the fresh market rather than to processors. No restrictions are imposed on the shipment of the Freestone varieties.

BEEF....COMING UP

Here's hopeful news to pass on to your listeners...the ones who like a juicy steak or a well-browned pot roast...and that probably includes most of them! From now on, through late fall, War Food Administration officials expect more beef will be available in most sections of the country to meet ration points. And here's why...on a seasonal basis, many more cattle are moving to market than in recent weeks. Movement of grass cattle to market from the southwestern and western ranges usually starts about mid-July, and that's been the case this year. This movement ordinarily winds up on the northwestern plains country in November.

Don't forget, however, that as beef grows more plentiful, the Army, Navy and Lend-Lease will take the opportunity to bring their stocks back to safe levels. It's well to remind consumers that they must continue careful use of this popular meat.

HOME CANNING NEWS

Oven Canning Not Recommended. Home canning specialists from the Department of Agriculture are warning homemakers against the oven canning method of food. They explain that, in addition to being a slow and unsatisfactory process, in some cases it has caused serious accidents. Exact temperature control is necessary for oven canning, and oven regulators which cannot be serviced because of wartime conditions may add to the hazard.

The new wartime jar cap may also cause difficulty. It needs careful adjustment to allow steam to escape during canning so the jars will not break. Any jar cap screwed too tightly before processing, may ruin the seal even if there is no accident.

Specialists Recommend Hot Pack -- that is, heating the food to boiling before filling the hot jars. Even hot packed food expands in jars during processing and gives off steam which must escape to prevent explosion. If the top is on so tight that enough steam cannot escape, pressure accumulates and may become great enough to shatter the glass. This is a special hazard in oven canning because ovens have no device to relieve the force of such an explosion. In a water bath canner, force of an exploding jar is slowed down by the surrounding water, and the pressure cooker has a safety valve to let off the excess steam.

Additional disadvantages of oven canning is that juice bubbles or steams away, peaches and pears are likely to darken, and vegetables needing high heat to kill bacteria are not safe.

For home canning of both non-acid vegetables and meat, USDA recommends only a steam pressure ^{cooker} and the boiling water bath for fruits and tomatoes.

Beware of Canning Powder

In a recent statement, Mr. W. G. Campbell, Commissioner of the Federal Food and Drug Administration, said that the use of some of the "Canning Powders" constitute a definite health hazard. Mr. Campbell went on to say, "practically all the substances proposed in the past as chemical preservatives have limited value as such and in view of the known harmful effects of some of them and the doubtful safety of others, they should not be used as substitutes for the more efficacious and safer processes of sterilization by heat."

He doesn't believe that the present war emergency offers any valid reason for condoning the use of chemical preservatives by home canners in the place of heat sterilization.

"Fatalities from improperly prepared home canned foods occur entirely too frequently," Mr. Campbell states emphatically. "For safety's sake rely on thorough heat sterilization."





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U. S. DEPARTMENT OF AGRICULTURE

Radio Round-up

on food
Des Moines, Iowa
July 31, 1943

THE HOME FRONT PLEDGE CAMPAIGN

Have you heard what they did in New Orleans on the Home Front Pledge Campaign? Do you know what the Home Front Pledge is? Well, let's start at the beginning. Here's the pledge, in two simple sentences:

1. I Pay no more than top legal prices.
2. I accept no rationed goods without giving up ration stamps.

That sounds easy, doesn't it? Maybe you wonder what such a pledge will accomplish. Well, this is what it did in New Orleans. In four weeks 250,000 such pledges were signed. Then, the following month, a survey was taken of food prices, and it was found that over-the-ceiling prices had dropped so much that the city's average food prices had been reduced 5 percent. The campaign was sponsored by the Young Men's Business Club, and both business and industrial interests cooperated with consumers. The OCD Block Plan was used to reach every home in town. Lists of OPA top legal prices were printed by the newspapers...also stories about women signing the pledge. Local advertisers cooperated by explaining the campaign. Information booths were opened in the downtown area...appeals were made through the churches, and much information about the campaign was given on the radio. It became a campaign to keep prices down, with both consumers and retailers really working at it...and as a result of this community action...it was successful.

Community Action Necessary

"Community Action"....that's the phrase which tells what is necessary for success in such a campaign. If the people who live in a town, and the stores that do business there, become aroused to the importance of a campaign to keep prices down and to assure everybody of a fair share of rationed foods...then nothing can keep it from being successful!

Broadcasters Can Explain Reasons:

The most effective and helpful action you radio broadcasters can take is to explain the reasons for making the pledge...and you can urge both the general public and business houses to make it and keep it. You can explain that this campaign is not a "War on Retailers" because retailers are usually as vitally concerned with keeping down the over-all cost of living as anybody

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else. You can explain the mechanics of making the pledge in your own community...telling your listeners to go to certain places to sign it, etc.

Tell your listeners to watch for the lists of top legal prices for your community in the newspapers...to clip these lists and carry them when they shop...to check the posted selling prices in their food stores against the top legal prices on the official lists...to pay no more than the law allows.

These new top legal prices are different from the so-called "ceiling" prices heretofore in effect under the general maximum price regulation. Before they were established, it was almost impossible for a shopper to know the highest price she could be charged legally. Prices differed from store to store because they were based on prices that each store had charged during a previous period. Now, for the first time, specific top dollars-and-cents-prices are being used for the most important foods that go into the nation's market basket. These will be the top price that each food store in each affected community can charge.

THE RATION BOOK...A HOME FRONT WEAPON

Every homemaker should understand that her ration book is a resource she must use wisely. It should be used only to meet the needs of her family... never should be used for buying goods she does not need. It's her patriotic duty not to consume more of any rationed commodity than is allowed by her ration stamps...and that's where the second sentence of the pledge comes in..."I accept no rationed goods without giving up ration stamps."

The person who grows his own food is under a double obligation not to give away his ration points. Farm families who sell foods that are rationed, such as butter, meat, or canned vegetables and fruits, should be sure to collect ration stamps, just as any retailer does.

A person who eats in restaurants should remember that his food is part of the restaurant's ration supply. The customer does not give his stamps for it, and, therefore, will have a surplus of stamps. These should not be used by anyone else, for, if they are, it means that those stamps are giving someone more than his fair share...and it's food taken away from our national food supply.

Tell your listeners that the following practices are illegal and help to decrease the food supply: Making purchases with loose stamps that may have been found, stolen, or traded. (The exception is the 1-point red stamp which is used for change.) Trading ration coupons: If you don't need them, destroy them, and know that you're saving food. Lending your ration book to friends; When you lend your book, you're giving somebody else more than his fair share. Purchasing rationed goods without coupons: Your dealer must have your stamps to replenish his stock. The farmer who sells you rationed goods must turn your stamps in to his War Price and Rationing Board. Using ration stamps after they have expired: This means that you and the dealer are chiseling, at the expense of the nation's supply of scarce goods. Purchasing rationed articles with books not issued to you: A rationed book belonging to a member of the armed forces, or to a child away at school or camp, or a lost book which you've found...gives

you food to which you're not entitled. These people are all receiving their rationed food from another source. Failing to return any ration book or stamps you may find: A lost ration book or stamps should be returned at once to any War Price and Rationing Board. Giving up your unused stamps to your dealer: These stamps can be used by a dishonest merchant to build up stocks to which he is not entitled. Expired ration stamps should be destroyed by the book owner promptly.

While the Home Front Pledge Campaign will be strictly a local affair in every community, several government agencies will cooperate by means of an informational campaign. The War Food Administration, Department of Agriculture, Office of Price Administration, Office of Civilian Defense, Office of War Information and Office of War Mobilization, will join with radio networks, news services, national advertisers, retail associations and others in making this campaign a real success.

Meat for Fighting Men

Have you seen the new red, white and blue poster that's been appearing all over the country during the last few days? It contains a pledge which is very apropos of the second sentence in the Home Front Pledge, explained in detail elsewhere in Round-Up. It reads: "I shall buy no more meat than my ration stamps entitle me to...because the rest of the meat is needed for the war."

We should remember that the little red stamp simply limits our supply of certain foods at home, so that our men away from home may have all they need. Why don't you ask your listeners whether they always think of it that way...perhaps if they do, it will help them to identify the word "rationing" with "sharing", rather than with "giving up".

NEW FOOD DISTRIBUTION ORDERS

Note: We realize that some food distribution orders do not affect the homemakers in your audience. By including comment on all orders as issued, however, you will know that we haven't overlooked any of them.

FDO No. 65 -- Pears

This order by the War Food Administration, restricts interstate shipment of fresh Bartlett and Beurre hardy pears from the Pacific Coast states, in order to prevent undue diversion from processing into fresh market channels. In view of the fruit crop shortages in other sections of the country, and the current demand for fresh fruit, the WFA considers it necessary to limit fresh shipments of pears so that processing plants can continue to operate in meeting military and civilian requirements.

FDO-- No. 66-- MALT CONSERVATION ORDER

The original malt conservation order of the War Production Board has been transferred to the War Food Administration with several additions. FDO 66 requires that 15 percent of the allocated malt grain for beer should be used for producing a beer of an alcoholic content of 3.2 percent or less. However, no 3.2 percent beer in the hands of the brewer-- up to 15% of total plant capacity-- may be sold without authorization from the

Director of Food Distribution. It is anticipated that such authorization will be granted in instances of government purchase primarily for the armed forces. Under the new order, the existing malt conservation requirements remain the same.

A new provision of the order exempts from malt restrictions any brewer who uses less than 2,000 bushels in three months. This is to prevent undue hardship on very small units of the brewing industry.

FDO 67- War Industry Given Priority in Tallow and Grease

Due to the present shortage of tallow and grease, the War Food Administration issued FDO 67, giving essential war industries preference over other users in obtaining requirements of these raw materials.

Although soap manufacturers are the largest users of tallow and grease, they aren't allowed to apply for authorizations, but can get their raw materials after essential industry has been supplied. Current soap production is being maintained by the use of crude soybean, palm, and coconut oils, and other domestic materials to supplement the current short supply of tallow and grease.

FDO 68- Part of Tobacco Crop Frozen Temporarily

From July 28 until August 31 future contract purchases on the majority of cigar filler and binder tobacco from the 1943 crop will be frozen. The purpose of this action, as announced in FDO 68, is to halt the present buying of tobacco for speculative purposes before it is harvested. Pre-harvest buying threatens to disrupt distribution of this year's crop.

FDO-69- Alcohol Uses Restricted for 25 Fruits and Berries

In order to aid in meeting the military and civilian requirements for fruits and berries, the War Food Administration has restricted the manufacture of alcoholic products from 25 kinds of fruits and berries.

The fruits and berries affected by FDO 69 are apples, apricots, blackberries, blueberries, boysenberries, cantaloupes, cherries, currants, dates, dewberries, elderberries, gooseberries, concord grapes, huckleberries, Johnsonberries, loganberries, olympic berries, peaches, pears, pineapples, plums, prunes, raspberries, strawberries and youngberries.

The restrictions allow the sale of these fruits and berries for alcoholic products only when the lot is unfit for human consumption, or except when there is no consumer demand for the products unless they are converted into an alcoholic product. Specific exemptions in such cases must be obtained from the County Agricultural War Boards.

POINT VALUE CHANGES

You've doubtless become familiar with the point value changes on both red stamps and blue stamp foods by this time. The increase of butter from 8 to 10 points a pound is the one that will have the most effect on a great many consumers. The reason for this, OPA states, is that the demand for butter has been running about 5 percent ahead of the supply, and if not checked, it might lead to a serious shortage during the season of lower production in the fall. You can probably assist your listeners considerably by reminding them of some of those butter-stretching tricks that were widely in use before butter was rationed. Now that the point value has been raised, it's quite probable that people will be buying less butter. That's what rationing is for, of course, to make possible a flexible control of the supply and demand situation.

You might point out that the point value of margarine remains the same, and there is still further compensation in the one-point reduction in the point value of lard, shortening, salad and cooking oils.

Certain pork cuts have been reduced one point a pound, and so have meat spreads in tin or glass. To encourage those who like pig's feet, and, perhaps, to make some converts, canned pig's feet with the bone in are also down a point, making them a single point per pound. Fresh and cured pig's feet, also pork backbone, can be bought without any points at all, come the first of August.

BLUE STAMP CHANGES

The principal changes are in frozen fruits and berries, which are up three points a pound...this makes the use of fresh fruits and berries all the more to be recommended. The same is true of the frozen vegetables which have been increased two points per pound...green beans, lima beans, cut corn, peas and spinach...all of which are coming from victory gardens these days, of course.

Frozen fruit juices are down two points, however. And speaking of juice, there's another change in tomato juice point values. The cans and bottles from 14 ounces in size upward are up one point. That should make the home preservation of tomato juice one of the most attractive of canning activities. The point value of canned and bottled dried beans, including various baked beans, in the weight bracket over one pound two ounces through one pound six ounces is raised one point. This is an increase of 14 to 15 points. However, in the next higher weight bracket, over one pound six ounces including two pounds, the point value has been lowered from 21 to 18 points. Whether you pay 15 or 19 points for a can of beans, the packaged (dried) ones are still the better buy. Home baked beans will be very welcome to the family, you can be sure...and the women working away from the home may be able to arrange with a neighbor to do the actual baking, in return for some other favor.

Have you noted also that the overlap period on blue stamps has changed? Blue stamps R, S, and T will be good from August 1 through September 20, which OPA hopes will be helpful to homemakers in budgeting their point allowance.

THE LID'S OFF THE COFFEE CANISTER

Yes, coffee is off the ration list -- sugar coming off soon too, we hear. It's good news and everybody is very happy about the whole thing. All we can say about our story on coffee and sugar which appeared in Radio Round-Up on July 10 is that we checked the information in it very carefully with both the commodity branches concerned in FDA and also with OPA, and were assured that there was little likelihood of either coffee or sugar being released from rationing in the near future. As most of you will recall, within a few days after that issue of Round-Up was out that "OPA Spokesman" was quoted as saying that coffee rationing would end on August 11. The only thing further we have to say is that both Round-Up and the OPA Spokesman were wrong.

CHANGES IN BEEF SET ASIDE ORDER

The amount of beef meeting army specifications required to be set aside, has been reduced from 45 to 30 percent for the week ending July 31. In the future weeks it will be reduced to 40 percent, which represents about 18 percent of the total commercial beef production.

As we said in last week's Round-Up, WFA officials expect more beef will be available for civilians in most sections of the country to meet ration points. This is because there is an increased number of cattle going to market from now on through November. Procurement Offices for the armed forces report that full requirements of beef are being obtained from increased supplies made available by the set aside order.

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Radio Round-up

on food...

Des Moines, Iowa
July 31, 1943

TTURKEYS NOW IN STORAGE O.K. FOR CIVILIANS

Tell your listeners not to be afraid of any of the turkeys they happen to find in their markets, or see on the bill of fare of their favorite restaurants, between now and August 16th. If it's a reputable place of business, and if the price of the turkey is not over the ceiling, there's little likelihood of its being a black market bird. You see, under the new turkey order, (EDO #71), only live or dressed turkeys marketed on or after August 2nd are affected. Turkeys in storage before that date may be used without restriction, and without fear of the charge of unpatriotism.

About August 16th, however, it is expected that an amendment to this order will be made effective, which will prohibit all further civilian use of turkeys, through hotels, restaurants, dining car service and home consumption, until the requirements of the armed forces have been met.

WATCH OUT FOR THOSE SWEET POTATOES

Have you heard what they're saying about sweet potatoes? The 1943 crop is expected to be the second largest on record. 33 million bushels are likely to be produced this year....1942 could boast only 65 million.

Supplies should be substantial in the south by middle or late August; in the midwest, north, and far west, by about September 1st; in other areas by September 10th. The per capita consumption of sweet potatoes is highest in the southern states. In the northeastern and midwestern states, consumption could be materially expanded. This is true also of the Rocky Mountain and Pacific Coast states, which are usually only reasonably well supplied. The large crop this year will make larger shipments to all areas possible, if consumer interest is stimulated.

Just as in the case of white potatoes, which flooded the market about a month ago, consumers should be asked to cooperate by increasing their purchases of

WAR FOOD ADMINISTRATION

US Department of Agriculture
Food Distribution Administration

sweet potatoes during the period that they are plentiful. The sweet potato has a wide variety of uses, and, like other yellow vegetables, is a source of the important vitamin A, so it's greatly to the advantage of consumers to make good use of it. Furthermore, during August and September many of the sweet potatoes on the market will be fairly perishable and must be used up immediately. Later, consumers can be asked to buy cured sweet potatoes in quantity and store them at home, if there is suitable storage space. Broadcasters can be of great help in this connection by giving full information about the importance of this vegetable, its nutritional value, and the variety of ways of preparation.

MILITARY APPLICATIONS FOR WAR RATION BOOK THREE

Here's the answer to that question people probably have been asking you about how and when service men and women will get their new ration books. OPA has announced that all members of the armed services of this country, and of the United Nations who are eligible to use this book, will receive application blanks from their commanding officers, beginning about August 15th. This special military application, similar in form to the one used by civilians, must be mailed to the OPA mailing center, Chicago, before August 31. It is expected that the processing of these applications and their issuance will be completed between August 15th and September 10th. The book will not be needed for buying rationed goods before that date.

War ration book three is to be used only by members of the armed services who customarily need ration stamps for purchasing food. This, of course, means those who do not eat in a military mess. About 700,000 men and women are estimated to be eligible for book three.

FIGHT HIDDEN HUNGER WITH VICTORY-GARDEN PRODUCE

Do you realize that the dark green leafy and the yellow vegetables from victory gardens are among the most effective foes of hidden hunger? Dr. Walter Wilkins of the U. S. Public Health Service, now on special assignment to the War Food Administration, gave a radio talk on this subject a few days ago. He said, "one serving of the lowly turnip green (or mustard greens or kale) gives us all the vitamin A, about 1/3 each of the vitamin C, iron and calcium, and 1/5 of the vitamin B2 we need for an entire day." Dr. Wilkins warns, however, that these vegetables must be cooked properly if we're to get the full value...overcooking will rob them of flavor and food value. You broadcasters can't say too much about the importance of using and cooking these vegetables in the right way.

Speaking of hidden hunger, Dr. Wilkins says that abnormal fatigue, in both grownups and children, is often caused by hidden hunger. The people who tire too easily, who are tired when they wake up in the morning, even after a good night's rest, are usually showing symptoms of hidden hunger...a lack of some of the important minerals and vitamins which are necessary to help keep the body in good condition. By eating enough of the protective foods each day, it's possible to beat hidden hunger, Dr. Wilkins assures us.

By the way, that excellent short feature movie "Hidden Hunger" is still available for showing to groups interested in good nutrition. It can be secured by application to the mid-west region office of FDA, in Des Moines, Iowa. Another good film is the one which tells the story of the discovery of vitamin B1... this is called "Modest Miracle", and can be obtained in the same way.

ALLOCATION OF EDIBLE FATS AND OILS

Here's more news about the national food budget. The War Food Administration has announced that the total supply of fats and oils will be over 8 billion pounds-- $5\frac{1}{2}$ billion of which will go to civilians, and $2\frac{1}{2}$ billion pounds to our military forces, allies, U.S. territories, foreign rehabilitation and friendly nations.

This means that the folks at home will be allotted approximately 44 pounds per person-- about 5 pounds less than in 1942. Of the civilian allotment there will be available about 9 ounces a week for each person for direct home use. An additional $4\frac{1}{2}$ ounces will be available for indirect consumption in restaurant meals, bakery products, mayonnaise, canned fish, confections, and other products.

During the current quarter, FDA has earmarked for civilians 393 million pounds of lard, 494 million pounds of shortening and oils, 411 million pounds of butter, and 100 million pounds of oil for the manufacture of margarine.

Fats and oils, both edible and inedible, are in shorter supply than normal because important sources of imports--Asia and East Indies--are cut off, while the wartime requirements are increased greatly.

Lard Set Aside Order Suspended

Production of lard in the past several weeks has been more than ample to meet the requirements for war purposes, and WFA officials explain that adequate supplies are now available without the aid of a set aside order. Therefore, WFA has announced the suspension of the order requiring packers to set aside 50 percent of their lard production for government purchase. Federally inspected lard production during the 6 months ending June 30, 1943 increased almost a million pounds over the total of the same period last year. The new situation will not affect civilian supplies, which have been adequate for many months.

MORE ABOUT ENRICHED FLOUR

Maybe you've heard that the War Food Administration held a public meeting in Washington on July 21, at which it was proposed that all white flour for human consumption be enriched, in order to help maintain the nation's nutrition at the highest possible wartime level. As you know, Food Distribution Order No. 1, the bread order, requires all commercial bakers to enrich white bread.

This meeting was attended by approximately 200 representatives of milling and baking industries, vitamin manufacturers and members of the consuming public. Dr. Russell M. Wilder, Chief of the Civilian Requirements Branch of FDA, explained that although flour is the most important staple article in the diet, some of its most valuable nutrients, vitamin B-1, niacin and iron, are removed through the milling process. These must be restored if flour is to provide its maximum dietary benefits. Dr. Wilder said: "In my opinion, enrichment of bread and flour has initiated a movement which ultimately will encompass the entire food environment, and have effects on the public health as favorable as those which followed the inspection of meat, eradication of tuberculosis from dairy herds and milk, and elimination of the germ of typhoid fever from the supply of water."

Sad to say, the 25 percent of the white family flour which is not enriched at present is used largely in sections of the country where the nutritional standards of the people are poorest and the public health need greatest. It was emphasized that equipment can be made available for enriching all white flour, and that the change in milling practices is minor. The cost of enrichment of the new standards, which also includes another vitamin, riboflavin, is very small, not exceeding 35 cents a 200-pound barrel. Unenriched flour can be sold at a correspondingly lower price, of course, and many manufacturers who are not now enriching because they fear price-competition have expressed a desire for regulations which would require all of them to enrich. You broadcasters can help consumers to realize the importance of enriched flour by explaining that this improvement of flour is urgently advised by the leading medical and nutritional consultants of the government. Continued use of white flour or bread not improved will result inevitably in many diets lacking these essential vitamins.

NEW FOOD DISTRIBUTION ORDERS

FDO No. 70-- Cold Storage Space Limited to Perishable Foods

The War Food Administration has announced a list of foods which can no longer be kept in refrigerator storage. This is to assure adequate cold storage space for foods that will spoil unless kept at low temperatures.

Beer, wine, liquor, canned fruits and vegetables (except citrus concentrates) sterile canned meat, dried whole milk in certain types of containers, canned condensed milk and dried skim and evaporated milk, canned processed cheese, flour and cereal products are on the list.

This is an effort to assure that no foods will spoil through improper care. Cold storage space is shorter this year than before because of (1) The increased production and storage of a considerable quantity of the early crop of Irish potatoes in order to minimize the loss of the crop, (2) The increase in the slaughter of livestock and the effort to build up reasonable stocks of meat supplies, (3) The forthcoming apple harvest, and (4) The stocks of butter which the Government is accumulating now to provide for winter war needs.

This order applies to all public cold storage warehouses, cold storage houses operated by meat packing plants, and cold storage houses usually known as apple houses, but not to refrigerated storage space in wholesale and retail stores.

FDO No. 71 - Temporary Turkey Embargo

Here's the climax to the turkey talk in the July 24th issue of Round-Up. FDO No. 71 prohibits the sale, purchase, or processing of live or dressed turkeys except as authorized by designated government agencies. This order will be lifted as soon as military overseas requirements - 10 million pounds of turkey--are met. However, FDO 71 does not apply to turkeys stored before August 2. This will give holders an opportunity to clean up stocks now on hand, and help clear freezer space.

PROGRAM NOTES

Defining The Black Market

Someone at OPA recently said: "The Black Market is not a place.... it is a transaction." That's something to remember.

Waste Fat Collections

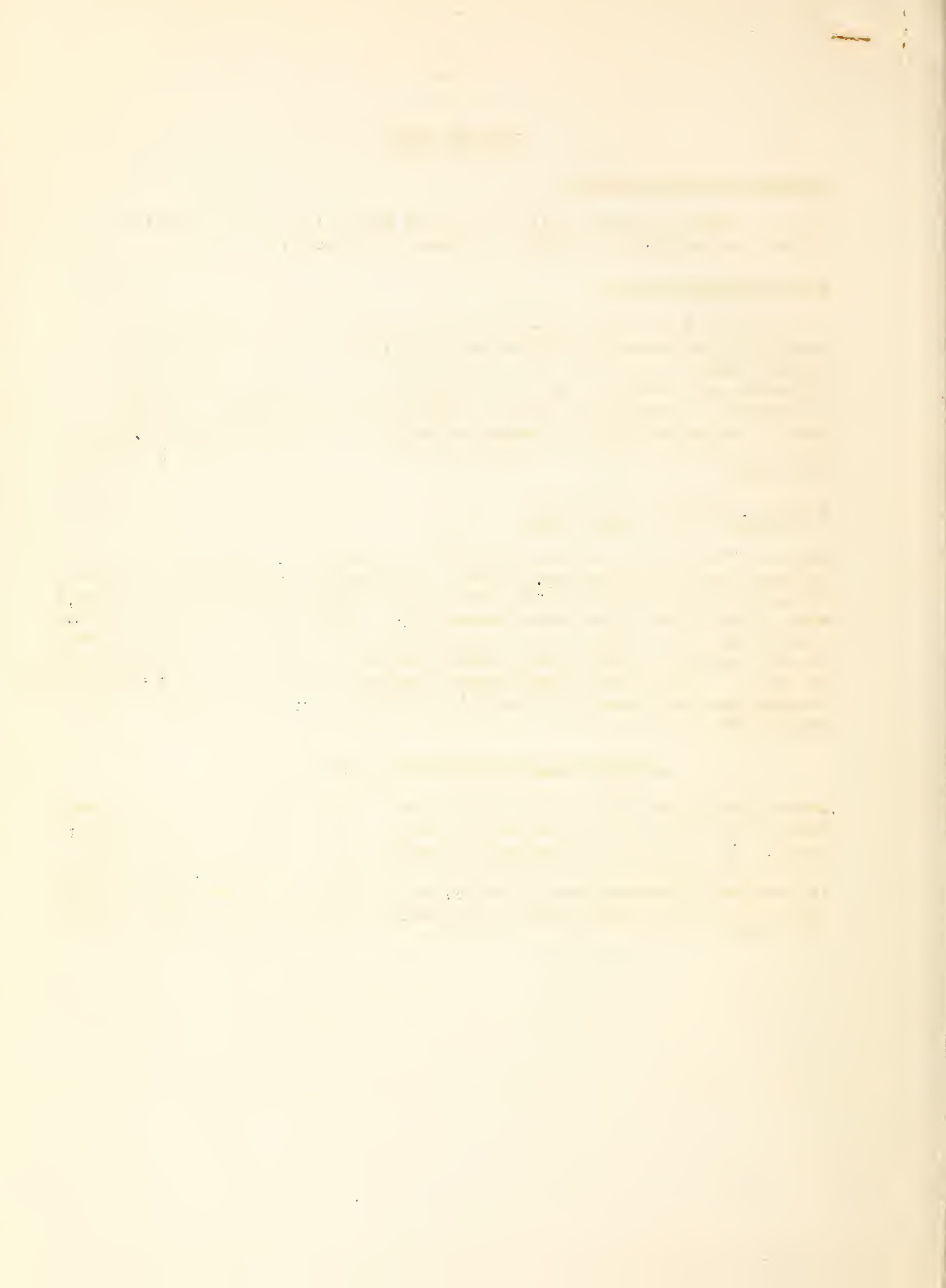
The month of June set an all-time high mark in waste fat collections throughout the country....almost 8-1/2 million pounds were collected. The New England states can take a bow, because that area ranked first in pounds collected per occupied dwelling. Thirty-one states showed an increase over May collections. WPB officials point out, however, that the total is still not enough to meet the needs of war, and they urge all women who have not saved waste fats up to now to start immediately to do so.

That Pressure Cooker Question

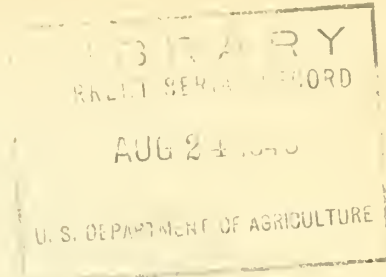
Maybe you've heard discussions about the use of one of those small pressure cookers for canning. We've heard people maintain that it can be done. The USDA bulletin on "Home Canning of Fruits, Vegetables and Meats," warns against the use of these cookers for canning, however. They are intended only for cooking, and the pressure gauge cannot be regulated so that it will maintain the regular pressure necessary for successful processing of foods. If you know somebody who's preserving food with one of these small cookers, you can assure him that it's a matter of luck if anything comes out all right.

AUGUST QUOTAS FOR PORK, LARD AND LARDER

August pork quotas for local and commercial slaughterers in all areas have been raised so that civilian supplies of pork will remain at about present levels. Now that the government is purchasing less fat pork, civilians would ordinarily have more fat pork in their quotas. However, the increase in civilian allotments means consumers will get more of the desirable pork cuts. This change will enable slaughterers to render more of the fat cuts into lard.



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Radio Round-up on food...

A Service
For Directors of Women's Radio Programs

Des Moines, Iowa
August 14, 1943

WANTED: SPONSORS FOR A SUSTAINING PROGRAM

And this program really gives sustenance, too. It's the new School Lunch Program. Although federal funds will finance a substantial part of the 1943-44 School Lunch Program, the project is basically a community one. The success of the program will depend on local initiative and local sponsorship.

Who could sponsor the School Lunch Program in your community? Any non-profit organization can be a sponsor. This includes school authorities, American Legion posts, religious groups, child care centers, parent teacher associations, and similar civic and service groups. The enthusiasm of each community will have to be whipped up by its public spirited citizens.

One big difference in this year's School Lunch Program is the way the food will be purchased. In previous years, foods were bought directly by the Department of Agriculture and distributed to schools through state welfare agencies. This year the buying will be done locally, by the sponsors. This change was made to simplify the program and to conserve the transportation and storage facilities that are necessary under the centralized distribution plan.

The sponsors sign an agreement with the Food Distribution Administration. This agreement guarantees that the sponsors will be reimbursed for their purchases at regular intervals. A wide variety of nutritious products, including fruit, vegetables, milk and meat are on the "reimbursable list" and the purchases will be made from local merchants and farmers.

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In this new program there are three types of lunches that will be paid for by the Food Distribution Administration at rates ranging from two to nine cents for each meal, depending on the type served. Type A is a complete lunch including all the items necessary for a balanced meal. Type B has smaller portions of these same foods and is less adequate nutritionally. Type C is half a pint of milk. Under the agreement the lunches or milk must be offered free to all children unable to pay and there must be no distinction between those who pay and those who do not. The agreement also states that there must be no profit from these school lunches. Any surplus funds must revert to the project to improve the quality of the meals or the service.

FDA officials emphasize that the program is not limited to children of low-income parents. Lunch should be offered to all children.

Under this new plan the government will pay approximately 60 percent of the food cost. However, the sponsors must arrange for the equipment, the labor and the supervision. Some schools could provide space for this project. In other neighborhoods a nearby church basement might be used, or a community hall would serve very well.

Groups who wish to apply for federal aid under the 1943-44 School Lunch Program should send their request to the nearest office of the Food Distribution Administration.

ANOTHER WAY OF BRINGING HOME THE BACON

Working wives never cease to have problems of buying, preparing, and serving proper food for their families. Often the stocks on the grocer's shelves are seriously depleted-- the stores crowded--and sometimes the markets are closed entirely by the time the women get off work. Now that there are so many women working outside the home, various communities are providing new services and redressing old ones to make feeding the family easier.

In a large plant in Newark, food store representatives come around every morning taking orders from women workers. At the end of that shift, bags filled with their groceries are placed at the door. Then the women are able to go straight home instead of waiting in long lines at the store.

In some towns the stores stay open late one or two nights each week. In Philadelphia some butchers hold back part of their meat supply until 6:00 PM to accommodate women who get off work late in the day. Some unrationed foods are apportioned for late shoppers too.

Several unique services are offered by communities, with the hope of solving food problems. A complete breakfast is served on the trains for war workers who live in Norwich, New York and work in Syracuse or Utica. A communal restaurant is planned in New York to provide ready cooked food for women war workers to take home. St. Louis volunteers assemble last-minute information on available food and best buys and channel these to women at work. This service saves the workers money as well as time in the grocery stores.

Although many services are offered now by volunteer groups, by war plants, and various community organizations, food problems for working women are a long way from being solved. The field is wide open, but there's a need for ideas and ingenuity. Perhaps your listeners will have some suggestions.

WHIPPING THE POTATO SITUATION

We have been receiving quite a few queries on the War Food Administration's potato purchase and conservation program. Perhaps you have had a few questions, yourself, and would like some background notes on the situation.

The quantity of potatoes purchased by the War Food Administration, while great, represented only 3 percent of the early and intermediate production. If the WFA purchase program had not been in effect, it is estimated that more than 50 percent of the potatoes purchased by the Government would not have been dug and would have been a complete waste in terms of available food.

A total of 6,422 cars of early Irish potatoes were purchased by WFA. These purchases were made so that as much as possible of this perishable crop could be conserved for food. The early crop is not one that can be stored for any length of time but must be used immediately. Then, too, this purchase program provided the growers with the fair returns that were assured them when the government called for increased production of this essential war crop.

Of the 6,422 cars of potatoes purchased by WFA, about half of them have been diverted to canners, 282 went to dehydrators. About 420 carloads were sold back to regular commercial distributors who have been able to market them. More than 1,000 cars have been diverted to starch plants to be used in a finish for many types of fabrics essential to our armed forces. The 900 carloads in storage August 7 were being moved as rapidly as possible to canners and dehydrators.

Some dumping of spoiled potatoes has been necessary but the amount has been very small. Wide publicity was given the alleged dumping of 37 cars of potatoes at Vincennes, Indiana. The fact is, only about one and one-half cars of spoiled potatoes were dumped. If sufficient labor had been available, the figure would have been even lower. In most cases, however, warehousemen, produce men and other community interests have cooperated to prevent waste. An example of such community cooperation took place recently at Moorestown, New Jersey, where volunteer salvage crews helped in the sorting and saved 90 percent of more than 50 carloads.

QUESTIONS AND ANSWERS ON HOME PRESERVATION

Here are some of the answers to questions on home preservation which may have come your way:

- Q. Is there any limit to the amount of home-canned food I may sell?
- A. No, but you must collect ration points for all sales at the rate of eight points per quart (4 points per pound) for all home-canned food you sell.

Q. Must I also collect ration stamps for home-canned foods I would like to give my friends?

A. No. Each person in your family may give away up to 50 quarts of home-canned food during any calendar year without collecting ration stamps, but any food for which money is accepted is not considered a gift.

Q. May I give away more than 50 quarts of home-canned food without accepting money, provided I collect ration stamps for all gifts in excess of 50 quarts?

A. Yes.

Q. What should I do with the ration stamps I collect for home-canned foods?

A. Turn them in to your local War Price and Rationing Board. You are not required to make any written report.

Q. May I join a group of my neighbors and use the local cannery for processing food for the use of my family?

A. Yes. You may get permission from your rationing board to use a local canning plant to process food for the use of your family, if you meet these requirements: (1) You contribute your share to the canning operations; (2) You are neither the owner nor any employee of the plant; and (3) you have either used the same commercial facilities before, or you are canning only fruits and vegetables grown by a member of your group, or by a member of his family.

Q. If I get permission to use the local canning plant to put up food for the use of my family, how many cans may I have without surrendering ration stamps?

A. You may have your share--whatever that number is. OPA sets no limit on the number of cans of food you may put up on a commercial canning plant to provide food for the members of your household.

Q. May I sell the food I process at a commercial plant?

A. Yes, but food put up at a commercial plant is not "home canned". If you wish to sell it you must register as a "Processor" and collect points for each sale at the rate given on the "official table of point values."

Q. May I give away--without collecting ration points or money-- any of the food I process at a commercial plant?

A. Yes, as long as such gifts do not exceed in any calendar year 50 quarts for each member of your family.

Q. How do I find out whether there's a community canning center available in my community?

A. If you live in a rural area, get in touch with your county extension agent, who usually has an office in the Court House. If you live in the city, a call or visit to the City Hall will probably answer your question.

- Q. Do I have to restrict all of my food preservation to canning or may I preserve foods in other ways?
- A. In these centers a great number of Victory Garden Products are saved through brining, pickling, and drying. In addition, some of the centers can meat and poultry.
- Q. Are these projects charity undertakings?
- A. Absolutely not. They are for everyone. They are centers to preserve our foods so there will be better nourishment for all.
- Q. How much do you have to pay for the use of these facilities?
- A. That varies with the center, but in general you furnish your own fruits and vegetables, tops, rings, jars, or cans. Then there is usually a service charge based on the amount of food canned.
- Q. What is that service charge?
- A. Some of the centers charge a few cents for each can-- other places take a percentage of the finished product as a method of paying for the facilities. This charge usually ranges between 15 and 35 percent of the total.
- Q. If I put up most of the foods my family needs, what should I do with blue ration stamps I do not need?
- A. Destroy them. Any stamps you do not use to buy commercially processed food for your family leaves just that much more processed foods for persons who are unable to do any home canning.

MOST LIKELY TO SUCCEED

Here's news about the food which has really come into its own since the beginning of the war. It's the soybean. It is becoming and will continue even more important because of its rich protein content, which makes it a valuable supplement to the less plentiful protein foods. Last year civilians used 30 million pounds of soya products. This year there has been a tremendous increase in production. Consumers have been allotted more than 360 million pounds -- or 27 percent of all soybean flour, flakes, and grits which will be produced.

Soya products will be used in bread, soup powders, macaroni, breakfast cereals, and in pancake and other similar mixes. In addition, flour and grit will be available for homemakers to use as protein fortifiers in meat loaves, pastry, and other home cooked standbys. It is expected that these soya-supplements will be ready for consumer use around October or November.

A large proportion of the soya crop will be shipped overseas. Very often soya products are used to supplement other foods which are hard to ship. Dry soup powders and porridges are being fortified with soya flour. Soya flour will also probably be used in making macaroni and spaghetti for export. The allies will get about 240 million pounds of soya products. People in the liberated areas may receive as much as 55 out of every hundred pounds.

Since 1941 production of soybeans has about doubled--and the 1944 goals call for a further increase in acreage., the popularity of soybeans has sprung up almost overnight. They can be rightly called the food most likely

to succeed.

THAT WASTE LINE AGAIN

What Schools Can Do

Schools all over the country are being asked to introduce into their curriculum, wherever they properly can, studies of food waste and food conservation measures. This request is coming through the U. S. Office of Education and through the State Departments of Education. Elementary and high school pupils will be making food conservation posters, writing essays and giving speeches on how to save food.

What Clubs Can Do

Study and discussion groups could plan their programs around food conservation topics. Clubs might sponsor demonstrations showing how to prevent waste by the proper methods of buying, preparing and storing foods. A "Take-Off" on wasteful shopping practices such as buying too much and pinching and prodding the fruits and vegetables, could be made into an amusing, as well as an instructive skit. Your listeners can get literature that will give them background information on waste prevention from the Food Distribution Administration, Washington (25) D. C.

RATION REMINDERS

Sugar

Stamp No. 14 in War Ration Book One became valid on August 16 and will remain good through October. It can be used for five pounds of sugar. Stamps 15 and 16 are each good for five pounds of sugar for home canning purposes and they will remain valid through October 31.

Red Stamps

For meat, fats, oils and cheese: Red Stamp W became valid August 15 and will be good through August 31. Red Stamps T, U and V will be valid through August 31 too.

Blue Stamps

For canned, frozen and certain dehydrated foods: Blue Stamps, R, S and T remain valid through September 20.

MORE CANNED FRUITS AND VEGETABLES FOR CIVILIANS

The War Food Administration has announced another reduction in the quantities of canned fruits and vegetables that canners will be required to set aside from the 1943 production. This means that there will be approximately $6\frac{1}{2}$ million more cases (24 cans to a case) of these products available for consumers. The following canned foods will be affected: Apples, applesauce, fruit cocktail, beets, sweet corn, pumpkins or squash, lima beans, and tomato puree.

These changes in government requirements won't have any immediate effect on ration point values because the size of the 1943 pack of these fruits and vegetables is still uncertain.

KEEPING YOU UP TO DATE ON FOOD ORDERS

FDO-72 -- Imports of Salted Fish Regulated

War Food Administration has required individual quotas for each importer of 7 species of imported salted fish. This order is to assure equitable distribution of available supplies of these fish in the United States. Each importer's share of salted cod, haddock, hake, pollock, cusk, ling and saithe will be limited to 55 percent of his imports from Canada and Newfoundland, in 1942, and to 20 percent of his 1942 imports from Iceland.

Fish imported to meet requirements for specified government agencies will be exempt from this ruling.

FDO 73-- Interstate Shipment of California Freestone Peaches Restricted

Due to the great demand for fresh fruit, WFA issued an order stopping interstate shipments of some varieties of California Freestone Peaches. This is to help permit canners and driers to obtain sufficient quantities of this year's crop to meet military and civilian requirements for dried peaches.

FDO -74

Shipments of Elberta peaches from two states restricted

FDO 74 restrains shippers in Washington and Oregon from shipping more Elberta peaches out-of-state for fresh consumption than they shipped in 1942. WFA officials say that it is necessary to control shipments so there won't be a disproportionate share of fruit marketed in fresh form. Processors are thus helped to obtain sufficient supplies.

FDO-75-

New overall slaughter licensing program-- a new licensing program has been announced by the War Food Administration in order to simplify and speed up the operation of the War Meat Program effective August 15. Jurisdiction over most slaughterers will be transferred from County War Boards to Food Distribution Administration Regional Offices. The only exceptions to this will be large packers operating on an interstate basis, whose operations will be supervised from Washington, and farm slaughterers who will continue under County War Food Committees, operating as sub-committees of County U.S.D.A. War Boards.

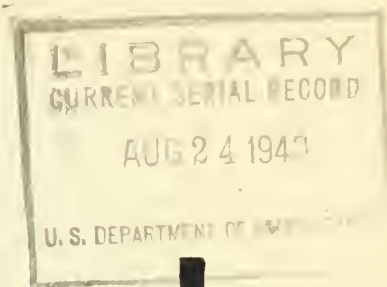
Slaughterers will be divided into 3 main classes. Class 1 will include those who are licensed for Federal inspection. Class 2 will include those who are not under inspection, except farm slaughterers who will be identified as Class 3 slaughterers and will continue to operate under the permit system.

The new order provides that no farmer may sell more than 400 pounds of dressed meat in one calendar year. Previously, the farm slaughterer was allowed to take his choice between killing 3 animals for sale of which only one could be cattle, and 300 pounds of meat.

Persons holding permits as butchers are eligible for licenses as class 2 only. Now their monthly quotas will be determined by the number of live animals slaughtered in the corresponding month of 1941. A butcher whose quota base previously has been in terms of live weight will be requested to furnish a statement showing his 1941 kill by species and by months on the basis of number of head. He must furnish this information before he is issued a license.



A Service
For Directors of Women's Radio Programs



Radio Round-up *on food...*

Des Moines, Iowa
August 21, 1943

AMENDMENT TO THE TURKEY ORDER

The amendment to the Turkey Order (FDO - 71), which we told you about two weeks ago, was made effective by the War Food Administration on August 21. This amendment requires that persons holding turkeys in storage on or after this date set aside and hold the turkeys for delivery to a governmental agency. It permits the release for canning purposes of storage turkeys set aside under the order.

The Turkey Order was issued for the purpose of meeting the armed forces' request for 10 million pounds of turkeys for overseas shipment. All restrictions of turkeys will be lifted after this request has been filled. It is not expected that the embargo will extend much beyond October 1st.

We think you'll be interested to know that, as of August 17th, 1,750,000 pounds of Turkey for delivery by September 15 already had been received by the Army Quartermaster Corps.

BEATING THE RATION

Have you heard about people who are always trying to think up some way of beating the meat rationing program? Maybe you even know a few of them personally. They're the ones who "borrow" ration stamps from their friends....who offer to pay above-ceiling prices for meat....who accept an occasional "gift" of a cut of meat from a retailer. These people are more than chisellers...they're saboteurs.

The way to fight these enemies is to encourage every homemaker within sound of your voice to sign the Home Front Pledge. It's short and easy to remember: "I shall buy no more meat than my ration stamps entitle me to....because the rest of the meat is needed for the War."

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Food Distribution Administration

The Home Front Pledge will help to defeat the Black Market. So will these four simple rules: 1. Buy no meat without ration stamps; 2. Give or sell no stamps to others; 3. Destroy unused stamps; 4. Look on ration stamps as your way of releasing meat to the armed forces, and use them honorably.

DO YOUR FOOD SHOPPING EARLY

Are you encouraging your listeners to do their marketing early... early in the week as well as early in the day? We talked about this matter in the May 28th issue of Round-Up, and we hope you've talked about it a bit since that time. You'll be interested to know that one nation-wide chain store reports a 4 percent shift in sales from Saturday to Wednesdays which, however, doesn't help much to ease the strain. Nearly 60 percent of the food buying is still concentrated on Fridays and Saturdays. Retailers themselves can do a lot to help, by spreading their advertising over the whole week...more than 70 percent of the food advertising in representative cities is still being done on Thursdays and Fridays.

Week end jams in the grocery stores waste the time and energy of both salespeople and customers. Our week-end shopping habits are wasteful of food too. The grocers have to stock up on large amounts at one time, and usually overtax their storage facilities. Fruits and vegetables spoil for this reason, and also because of bruising and mishandling by untrained people who are hired to work week-ends and help take care of the rush. It has been estimated that spreading our purchases through the week would probably reduce the usual waste of fruits and vegetables in retail stores by at least one-half.

The point of shopping early in the day, as you all know, is to leave the late afternoon hours for the war workers and others in business or industry who have to wait until after working hours to shop.

Tell your listeners to find out what's in the markets before they go shopping...your own radio station is probably offering certain food services...and you might tell them to read the papers too. Suggest that they plan their meals ahead as much as possible, and cook enough for at least two meals at a time...the skillful use of leftovers should become the aim of every homemaker. Ask women to do at least part of their food shopping early in the week, to take full advantage of the fresh vegetables and fruits coming to market all through the week. The woman who follows all these suggestions is making a real contribution to the important food conservation program now under way.

WE'RE GROWING OUR OWN

The United States is not only growing sufficient amounts of rice for her own use, but also enough to export. Today, we are exporting rice to Canada, Cuba, and the Caribbean defense zones, shipping rice to Hawaii, Puerto Rico and Alaska...in addition to supplying the needs of the armed forces and the home front.

Although South Carolina was the first state in the United States to grow rice, the crop there has declined. Since the end of the nineteenth century Louisiana has assumed the lead. Texas, Arkansas, and California are the next most important rice producing states.

This year a bumper rice crop....over 70 million bushels...is expected from a record number of acres planted in rice. The 1943 crop is anticipated to be 8 percent larger than last year's crop.

Rice ranks high among the low cost energy producing foods. Brown rice is more important nutritionally because it contains the bran and germ portions removed in milling the grain. Rice polish is also high in food value...rich in iron and other minerals, and vitamin B. However, the vitamins are lost in the milling process of white rice. In addition to these qualities, rice contains protein and fat in good quantities, and has a high calorie content.

SOYBEANS...A BARGAIN IN PROTEIN VALUE

Apropos of our story about soybeans in last week's Radio Round-Up here's a bit of interesting information, gleaned from the talk on soya products given by Roy Hendrickson on the Farm and Home Hour, Thursday, August 19th. Mr. Hendrickson is Deputy Administrator of the War Food Administration, as well as Director of Food Distribution. He said, among other things..."The Department of Agriculture and the testing kitchens of industrial plants and women's magazines are working on new ways to use soya products. All these efforts are aimed at finding new kitchen recipes which will take full advantage of this important protein food. And it is an important protein food, as well as a cheap one. Let's look at how soya protein compares in price with the protein food in meat and milk. Meats average about 15 percent protein. With steak at 30¢ a pound...and that's wishful thinking...a pound of meat protein would cost \$2. Milk is $3\frac{1}{2}$ percent protein, and at 15¢ a quart, milk protein also costs about \$2.00 a pound. Soya flour contains 50 percent protein, so it would take two pounds of soya flour to make a pound of high quality protein. Soya flour will average around 15¢ per pound, retail. That makes soya protein cost 30¢ a pound, compared to \$2 a pound when we buy our protein in the form of meat or milk. Any way you look at it, that's a good buy."

This, of course, is considering only the protein values of these foods...you all know that meat and milk contain other important food values.

(Footnote to the foregoing: We've just seen the wartime guide to the Minnesota State Fair, and were interested to note that one of the features is listed as: "Soybeans at War....gigantic exhibit featuring recently-discovered uses for the northwest's newest major farm industry.")

PROGRAM NOTES

Keep It Rolling

WFB has just given assurance to homemakers that the fat they accumulate to turn in for manufacture of munitions is good for that purpose even if it has turned rancid. Reports have come in that some housewives, particularly in farming communities, believing that rancid fats have no value, have not been turning them in for salvage. This has resulted in a considerable loss of glycerine to the war effort.

While it is true that officials recommend keeping fats in a cool place so that they will not become rancid, this does not mean that rancid fats will not be accepted by butchers. Rancid fats retain a majority of the valuable glycerine that goes into war production, and renderers will make sure that every ounce received will go where it will do the most harm to our enemies.

Enter The Brown Stamps

OPA announces that brown ration stamp A, from War Ration Book #3 goes into use on September 12. The brown stamps are to replace the familiar red stamps, and will be used for the purpose of meats, fats, oils, butter and cheese. Here's the schedule on the "brownies": Stamp A, valid September 12; Stamp B valid September 19; both expire on October 2. Stamp C valid September 26; Stamp D valid October 3; Stamp E valid October 10; Stamp F valid October 17; all expire on October 30.

You may wish to remind your listeners that between September 12, the day on which the first brown stamps become valid, and October 2, the day on which the last red stamps, X, Y, and Z expire, both red and browns will be usable. Henceforth the meats-fats ration stamps will expire on the Saturday nearest the end of each month, the new sets becoming valid on successive Sundays. OPA believes this plan will be an advantage to both consumer and the trade, as every one will know the day of the week on which the stamps will always expire.

SOMETHING FOR THE SWEET TOOTH

Here's good news for those with a sweet tooth. According to Mr. John M. Whitaker, Chief Confectionery Section, WFA, shipments of cocoa beans have been heavy during the first six months of 1943. In view of this, cocoa powder, baking chocolate, and sweet chocolate should be more abundant than last year, in fact, if the shipments continue at the present rate, the supply of these products will soon be nearly normal again.

Mr. Whitaker goes on to say that an increase in the processor's grinding quota of cocoa beans means another raise in the amount of cocoa products allotted to civilians.

And here's more welcome news...sugar quotas have been raised. With the increase of both sugar and chocolate, we should be able to find more chocolate bars at our candy counters. Mr. Whitaker explains that this increase should also effect civilian supplies of chewing gum. Lack of sufficient amounts of sugar has been one of the main drawbacks in the manufacture of chewing gum, so it, too, should be more plentiful now.

LUCKY IN MEAT

Back in 1938 the average American ate about two and one-fifth pounds of meat each week. Today, the U.S. wartime meat ration is two pounds a week. In other words, the average American is now eating just about as much meat as he did five years ago. That 's a lot more than our fighting Allies got....and our Axis enemies too. American war meat rations are about twice those of the average Britisher; two and one half times that of Germans, five times as much as the Hollanders, and about seven times greater than the allocations to Belgians and Italians. That makes the American meat pinch pretty weak by comparison.

UNCLE SAM MEANS BUSINESS

OR

NO FOOLIN' IN PHILADELPHIA

The War Food Administration couldn't afford to lavish much brotherly love on Charles and Andrew Cornaglia. They were charged with slaughtering meat in excess of their quota for the month of April. The WFA has suspended the livestock slaughtering permit of the Rainbow Meat Market of Philadelphia operated by brothers Charles and Andrew.



A Service
For Directors of Women's Radio Programs

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OCT - 2, 1943

U. S. DEPARTMENT OF AGRICULTURE

Radio Round-up

on food...

Des Moines, Iowa
August 28, 1943

FOOD FIGHTS FOR FREEDOM

That's the title of the new handbook which you may have received already... it came out only a few days ago, and it's full of information as to how we can make our food fight for freedom at home as well as all over the world. Also, you've doubtless heard and read about the series of meetings scheduled by the OWI, in cooperation with War Food Administration, the War Advertising Council, and OPA, the purpose of which is to mobilize the advertising world behind this campaign. The first meeting was held in Chicago on August 24; the second in New York on August 26; the third is scheduled for San Francisco on August 30; the fourth for Los Angeles on August 31. Palmer Hoyt, the new Director of OWI Domestic Relations, is presiding over all the meetings. Speakers include Marvin Jones, War Food Administration; Paul A. Porter, Assistant to the Director of the Office of Economic Stabilization, and representatives of all the agencies mentioned above.

At these meetings the FFF Program will be discussed with national advertisers, advertising agencies and food trade representatives. Time and space buyers and other media people also will be invited, and in some of the large cities where FDA and OPA Regional Offices are located, regional representatives will attend. The overall campaign will serve as a background for all individual food programs for the duration. And it will serve to coordinate the activities in which you broadcasters already are engaged...the job of keeping the public posted about the basic facts of the food situation. The big idea is to mobilize every citizen in a food crusade, the purposes of which will be: To increase production, to conserve all food, to preserve as much fresh food as possible, to eat the right food for proper nourishment, to substitute plentiful for scarce foods, to help keep food costs down, to adjust to new foods, and very important at this time, to share. The "Food Fights for Freedom" campaign will get under way in September, will be stepped up in October and will reach its peak in November...which will be known as "Food For Freedom Month".

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The underlying theme of this year's Thanksgiving observance will be the sharing of food, and certainly you broadcasters will have a grand opportunity to present this thought to your listeners. The slogan of the campaign is "Produce and Conserve, Share and Play Square"....and that slogan alone contains a great deal of good program material.

SIGN ON THE DOTTED LINE

Have you filled in the blank spaces on the cover of War Ration Book No. 3? Maybe some of your listeners haven't, either. It goes into use on September 12, you know, and the cover certainly should contain your full address before you start tearing out those brown stamps. This is the first book mailed out from OPA Distribution centers, You'll remember, and because of the lack of help, it was possible to get only the names written on the covers before the books were mailed. OPA suggests also that you fill in the four spaces which give your personal description, as this will serve as your identification in case you lose the book. And don't overlook the line for your signature. If a person is unable to sign because of age or incapacity, another may sign for him.

Incidentally, here's a good opportunity to suggest to your listeners that they read some of the fine print on the outside of this ration book, especially the lower part of the back cover, which reads:

"Rationing is a vital part of your country's war effort. Any attempt to violate the rules is an effort to deny someone his share, and will create hardship and help the enemy.

"This book is your government's assurance of your right to buy your fair share of certain goods made scarce by war. Price ceilings have also been established for your protection. Dealers must post these prices conspicuously. Don't pay more!

"Give your whole support to rationing and thereby conserve our vital goods. Be guided by the rule: 'If you don't need it, don't buy it.'"

A "SWELL" FOOD!

When you're suggesting dried beans and peas as meat alternates, as you probably do frequently, we hope you'll warn inexperienced cooks that these dried foods expand and a limited amount goes a long way. A friend whose experience in meal-getting is rather limited, told us an amusing story which illustrates this point. She saw some black-eyed peas on her market while shopping one evening, and realizing that she hadn't eaten any for a long time, decided to have some. Knowing that her husband was fond of them, she hesitated only a moment before buying two pounds...a pound of dried peas really doesn't look like a lot, now, does it? Well, the peas swelled and swelled during the soaking, and after they'd been cooked their quantity was so large that she gave about half of them away to neighbors even brought some to her office for luncheon one day...and at that, she reports they ate black-eyed peas for a week.

USDA's Home Economists make several suggestions which will help, if you're planning some menus around delicious dried bean or pea soup. In place of the salt pork used in the standard recipe, you might cook the beans or peas with a ham bone, or add bits of leftover meat, or a frankfurter cut into little slices. Finely chopped or ground peanuts also add an interesting flavor to bean soup. Tomatoes or carrots add a touch of color, as well as a few extra vitamins, to bean or pea soup. And here's a helpful hint...if you forget to put the beans or peas to soak the night before you had planned to make soup, soaking them for 5 or 6 hours in lukewarm water will turn the trick.

MILK CONSERVATION

During the warm weather, when our refrigerators are always bulging at the seams anyway, it's a good idea to remind your listeners occasionally that it's necessary at all costs to find room for the milk and dairy products. Milk should be kept in the colder part of the refrigerator too...and never should be allowed to stand outside longer than is absolutely necessary. Keep milk closely covered, and away from odorous foods, such as fish, onions, cabbage and melons, as it absorbs strong odors very quickly. Even dried milk keeps longer in the refrigerator, well covered. Canned milk which has been opened should have refrigeration too. (In this connection, refer to the story "The Turnover In Evaporated Milk", in Radio Round-Up June 26). If milk does become sour, it's usable for cooking, as you know. As a matter of fact, in most recipes calling for buttermilk, sour milk can be used.

As you know, milk is one of our more important foods. For that reason, it's an important part of the food conservation campaign to stress using it carefully and saving every drop. We're approaching the autumn months, when milk supplies always decrease, and it becomes particularly important, therefore, to emphasize these points.

FOOD DISTRIBUTION ORDER 76 - WOOL FAT WILL BE ALLOCATED

In accordance with our policy of keeping you informed about all Food Distribution Orders, here's news about the latest.

The War Food Administration has announced that wool fat will be allocated beginning September 1. The purpose of this is to assure adequate supplies for military, essential, civilian, and export requirements.

Wool fat is important as a rust preventative and leather processing agent. At the present there is a short supply because machinery for the domestic production of the fat is limited and imports have been eliminated.

According to FDO-76, a single allocation will be made to producers for distribution to druggists and cosmetic manufacturers.

KEEPING OUR DAILY BREAD FRESH

These days when food conservation is the watchword, it's interesting to know some of the steps being taken by industry to help in preventing food from spoiling. Have you ever heard of a mold and rope inhibitor? No? Well, neither had we until we read an article about it the other day. It's a product in the form of white powder which, when added to bread, slows down the development of mold, and of the condition bakers call "Rope".

Mold, is a vegetable growth; rope is a bacteria-produced bread disease, which starts inside the loaf and develops unnoticed until the bread is cut. It consists of a sticky crumb which can be drawn out in strings and also produces a discoloration of the bread, as well as an unpleasant odor.

The development of this mold and rope inhibitor is very interesting. In studying natural foods, scientists noted that certain dairy products contained small quantities of propionate salts, which had the effect of delaying the growth of mold. It was noted particularly that well developed Swiss cheese seldom, if ever, became moldy, and upon investigation, the cheese was found to contain almost one percent of propionate salts. The experiment of adding a small quantity to a bread mix was tried...and it worked.

The commercial product, known technically as calcium and sodium propionate, has been in use for the past few years in bread, cakes and pies, under various climatic conditions, and the results have been very favorable. From $2\frac{1}{2}$ to $3\frac{1}{2}$ ounces per hundred pounds of white flour has been found to retard both mold and rope to the satisfaction of bakers and housewives. Its use does not change the flavor, texture or appearance of the bread, nor the baking procedure. It is inexpensive too...four cents worth is enough to keep 100 loaves of bread mold-free for several days longer than would be the case otherwise. In this connection, you may remember that one of the provisions of food distribution order No. 1, the bread order, forbids the consignment selling of bread. This means that retailers cannot return unsold bread to bakers each day, but must keep it until it is sold. The use of a mold and rope inhibitor, therefore, is an important factor in assuring consumers of bread that is mold-free even though it isn't always fresh daily. It plays an important part in protecting baked goods for our men in the service too, particularly in certain overseas areas, where humid climatic conditions bring about serious problems of food spoilage.

If you tell your listeners about this protective ingredient of baked goods, you might point out to them that it's up to consumers to continue with the conservation of baked goods by the proper storage and care of this valuable food after it comes into the home.

STRENGTHENING THE HOME FRONT

How's the Home Front Pledge Campaign coming along in your part of the country? Are the red, white and blue stickers going up in home and store windows in your town? The time of local campaigns will vary, of course, but we've heard that lots of them are well under way, and we thought we'd pass some of the information about them along to you. If you're planning some radio broadcasts in which you'll talk about the drive, or some interviews with local citizens who are sponsoring it, maybe you can use a bit of the following:

In Columbus, Georgia, the campaign is being sponsored by Merchants' Associations, Women's Clubs and Labor Groups. The opening rally was held in a theatre (which was filled to capacity, by the way), and

booths were set up on the streets to take signed pledges, and to give information to people who had not attended the rally. Columbus also conducted a house-to-house canvass. Window displays have been arranged by more than a hundred stores, and almost forty women 's clubs have made the pledge a part of their educational program. Gary, Indiana has a committee of 29 members to handle the campaign. It's under the chairmanship of the librarian and the mayor, and includes members of the local Defense Council, representatives of Labor Unions, Women 's Clubs, Service Clubs, merchants and a negro editor. They're combining the Home Front Pledge Campaign with an educational drive on behalf of price panels. A mass meeting of merchants opened the drive, and it was followed by house-to-house distribution of pledges and the setting up of booths in the downtown section. Gary reported the signing of more than 50,000 pledges in a two-week period.

In San Francisco and Dallas, the Junior Chambers of Commerce are conducting the Home Front Pledge Campaign. The mayor's Black Market Committee in Cleveland has charge of things. The school teachers of Independence, Missouri are handling the campaign for the community. The north Kansas City, Missouri, volunteer fire wardens have undertaken to let everyone know about it.

You remember what the Home Front Pledge is, of course: (1) I will pay no more than top legal prices; (2) I will accept no rationed goods without giving up ration stamps. Making this pledge, and living up to it, will give us one of the strongest weapons we could have for fighting the good fight on the home front.

TOMATOES AGAIN!

We hope you don't mind if we keep talking about canning tomatoes... they're the easiest of all vegetables to can at home...they give you plenty of the important vitamin C, as well as A and B vitamins...and they save a flock of ration points for you; USDA's Bureau of Human Nutrition and Home Economics has just published a leaflet which tells the tomato canning story in pictures...grand photographs, too...in which every step is shown. It begins with the selection of the jars, and ends with the storing away of the finished product in a cool, dry, dark place. The Bureau advises that the person who 's never canned before go to a canning demonstration, but it really seems to us that these pictures make everything perfectly clear.





A Service
For Directors of Women's Radio Programs

Radio Round-up

on food...
Des Moines, Iowa
September 4, 1943

OUR DAIRY PROBLEM

Is your part of the country one of the areas where there's a growing milk shortage? In sections where a big increase in population has occurred recently, or in war industry centers, it's fast becoming a problem to milk distributors to get enough milk to meet the demand. People have more money...they have less to spend it on...it's only natural that they should want to buy more and better food. In addition to the increased demand, there are many other reasons for these regional milk shortages, and obviously, something will have to be done about them. William C. Welden, Assistant Chief of the Dairy and Poultry Branch of FDA, went on the air (Farm and Home Hour, Blue Network) on Tuesday, August 31, to explain some of the reasons and give a hint as to the steps that will have to be taken.

Mr. Welden said that lack of labor is a big problem in getting milk from producers to consumers...that transportation is a major factor... that weather conditions in certain areas have affected the feed supply... and that the increased demand in many parts of the country is one of the main reasons. The demand for fluid milk and cream, incidentally, is more than 20 percent higher this year than it was in 1941.

Short Supplies For Manufactured Dairy Products

One result of this increased consumer demand for milk and cream is a decrease in the amount that goes to the manufacturers of milk products...butter, cheese, ice cream, evaporated milk and skim milk powder. Bringing the problem right into the home, Mr. Welden pointed out that the average homemaker, who may have increased her milk delivery several quarts a week, probably has no idea that this extra purchase of milk has an effect on the amount of butter or cheese she can buy at the grocery. Mr. Welden pointed out that still another problem is in view...the advent of fall and winter, the season of the year when milk supplies naturally decline. Now, in order to make sure that the producers of the important dairy foods just mentioned, get enough milk and cream to keep up production, it probably will be necessary to work out a specified program of some kind. One is under consideration right now, which will prevent a further rise in the consumption of fluid milk.... not necessarily a cut back...and not rationing. Mr. Welden said that

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preventing an increase in the use of fluid milk is a vital step if we 're to maintain the production of butter, cheese and other essential dairy products. He stated that the program was not sufficiently advanced for him to discuss it further at that time.

Set-Aside Percentage of Butter Decreased

One especially interesting feature of Mr. Welden's talk was an explanation of the decrease in the percentage of butter required to be set aside for government purchase. This became effective on September 1, and provides that instead of the 30 percent originally required under the government's set-aside order, only 20 percent of the September production of butter need be reserved...and furthermore, that the set-aside for October has been completely eliminated.

As you probably know, the reason for the set-aside order (which went into effect on February 1) was to permit the government to meet war requirements with the least possible effect on civilian supplies. The set-aside for February, March and April was 30 percent, and as those are low-production months anyway, civilian consumers probably felt it more then than at any time since. During May, June and July, months of peak production, the quotas were raised to 50 percent. This heavy summer buying has built up a stock of more than 200 million pounds of butter to meet war needs through the winter. On August 1 the quota was rolled back to 30 percent, and it has come down to 20 percent for September. From September 30 on it is expected that no butter will be set aside until production begins to pick up again. This means, therefore, that civilians will receive just about all the butter that's made during the fall and winter.

Mr. Welden closed his talk with the following statement, which it would be well to read carefully and remember: "I think all of us should keep it in mind that these fall and winter months are the months of low production. Consumers should remember that elimination of the set-aside will have the effect more of maintaining supplies than of increasing them."

STREAMLINED BEEF

Johnny Doughboy's field rations are far removed from what his soldier grandfather had to eat during the Civil War. Thanks to a new move just made by the War Food Administration, the present day soldier will have more good red beef in his field ration than at any time in American history. Previous to this action, small amounts of boneless beef have been included in army rations, but now tremendous quantities will be available to our armed forces all over the world.

Instead of the former practice of having slaughterers sell only carcass beef to the army, slaughterers will now be allowed to sell this meat directly to the processors.

This boneless beef is prepared in three classifications: steaks and roast, stewing and boiling pieces, and ground meat. In all of these, the bones and fat are removed--only the boneless meat is sent to the army mess.

The deboned meat is cut into pieces, about ten pounds each, wrapped and then placed in clearly labeled boxes. From there they go to freezing rooms to be hard frozen at temperatures ranging from 5 to 10 degrees below zero. After inspection they're transferred to refrigerator cars and sped on their way. The bones and fat from the beef are used for munitions, soaps, fertilizer and other useful by-products.

Boneless beef saves storage space and shipping costs -- army cooks are saved the time and trouble formerly required to break down quarters and there is no serious garbage problem caused by the meat bones and fat. In fact, it is proving such a success in the army that there's no doubt that it will be just as popular in the average home after the war.

OUR SWEET SOUTHERN COUSIN

To some people they're sweet potatoes, and to others they're yams. (We know they're not really yams, but that's what lots of people call them). Whatever you call them, you'll find lots of good nourishing food in them. Under the brown jackets are food values similar to those of the Irish potato -- iron, protein, starch, and some vitamin C and B1. And their golden color reveals a special asset...vitamin A. This vitamin has been nicknamed the anti-blackout vitamin because it aids in the prevention of night-blindness. Therefore, it is important that everyone...especially pilots and war workers on the swing shift...have adequate amounts of vitamin A.

Although there will be a limit to the supplies of many foods this fall, you should be able to find plenty of sweet potatoes on the market throughout the fall and winter. And with the scarcity of other foods, sweet potato dishes will play a vital part in wartime menus. Sweet potatoes are so versatile that you may be able to alternate baked, boiled, scalloped, candied, and other tasty sweet potato dishes with foods that may be harder to obtain. You might even try sweet potatoes as a dessert...sweet potato pie, for instance.

Storage of Sweet Potatoes

Farm families are being asked to conserve much of this year's crop by providing adequate storage and curing facilities. In order to help them, the War Food Administration recently announced support prices for cured sweet potatoes marketed after next January 1. This year's crop...estimated to be over 20 percent more than last year's...is too large for the normal market channels to handle unless it is cured, stored and marketed in quantities which the market can absorb. By storing them, farmers will be able to save much food for marketing or use in the winter months when food supplies aren't so plentiful. Cured sweet potatoes will keep for months, retaining their natural flavor, goodness, and nutritive values.

Of course, it's not only the farmer who has problems concerning the storing of sweet potatoes. Experts at USDA tell us that the Victory gardener who has more sweet potatoes than he can use at the present time should keep them in well ventilated boxes. The ideal storage room for the first 10 to 14 days should have some moisture in the air and a temperature of from 80-85 degrees. After that, the boxes should be moved,

without handling the roots, to a drier place where the temperature is usually from 55 to 60 degrees. Either the basement, near the chimney or furnace, or the second floor where the temperature stays within that range usually provides good storage conditions.

FOOD DISTRIBUTION ORDER #77--ONIONS

This FDO, providing control over onion shipments, will enable the government to get onions to meet war needs at the same time that civilian supplies are marketed. Under the order, onion shippers in twelve states are required, as of August 31, to obtain permits before making any shipment of dry onions in excess of 100 pounds, except for nearby storage. Following are the states affected: California, Washington, Oregon, Utah, Nevada, Idaho, Colorado, Minnesota, North Dakota, Michigan, Indiana and New York. Ninety percent of the late onion crop is produced in these states.

The prospective onion crop is short of the large demand, and the War Food Administration has taken this action to make sure that there will be enough of both fresh and dehydrated onions for war requirements. You may remember that there was a similar program in effect in the spring in the various potato-producing states, so that the armed forces could obtain the potatoes they needed.

NOTES FROM OPA

Sugar For Canning Sweet Potatoes

Apropos of our sweet potato story in this issue, have you heard that OPA is making the necessary sugar available for commercial canning of sweet potatoes? This will help to take care of the large crop anticipated. WPB prohibited canning of this product until very recently in order to save the limited tin supplies for the most essential foods. A recent change in the tin allocation, however, makes possible its use for sweet potatoes, and now canners will be able to get the necessary sugar. It will be provided at the rate of two pounds for each case of two dozen number 2 cans.

Raisins and Prunes Back on the Ration List

From September 5 on, until further notice, it will take blue stamps to buy raisins and dried prunes, at the rate of 4 points per pound. You'll remember that these dried fruits formerly were rationed, but in recent months have been point-free.

THE NEW WAR BREAD

It won't look any different...the new "War Bread"...it will be the traditional white bread which the great majority of people prefer...but there'll be more nourishment in it than ever. Probably you've read that all white bread baked commercially, from October 1 on, must contain more thiamine, niacin and iron, and that riboflavin also must be added. This particular vitamin has been under a temporary exemption, which expires on October 1.

You'll be interested, perhaps, to see the comparison between the amounts of these added nutrients in the war bread and those in 100 percent whole wheat bread. In milligrams, the quantities are as follows:

<u>Nutrients</u>	<u>Whole Wheat</u>	<u>War Bread</u>
Thiamine	.83	1.1
Riboflavin	.32	.7
Niacin	8.16	10
Iron	7.71	8

It's apparent, therefore, that the new war bread will contain more of these nutrients than there are in whole wheat bread. The other ingredients must be taken into consideration, of course, in making a comparison of the nutritive value as a whole. When bread is made with milk, for instance, its value nutritionally is much greater.

This is not a new order. FDO No. 1, the bread order, provides that all commercially-baked white bread and rolls be enriched to meet the standards of the Food, Drug and Cosmetic Act. These federal standards have been changed, however, so that a higher level of enrichment is required, and the War Food Administration has simply called the attention of the baking industry to this change. It should be noted that this enrichment order applies only to bread and rolls, and not to any other bakery products, or to flour. As pointed out in previous issues of Radio Round-Up, it is hoped that broadcasters will continue to recommend the use of enriched flour for home baking. About 75 percent of all the flour manufactured is enriched.

SERGEANT DZUBA...KITCHEN HERO

It seems to us that the homemaker who's faced with the problem of using up every bit of leftover food might take inspiration from a recent news story about the army mess sergeant who received the legion of merit for utilizing scraps. The award, for "Exceptionally Meritorious Conduct in the Performance of Outstanding Service" was given to Staff Sgt. Edward M. Dzuba, of Schenectady, N. Y., a member of the 305th Medical Battalion.

The citation states that the sergeant has originated many unusual and appetizing recipes for the utilization of left-over scraps, and that his ingenuity has greatly reduced food losses from waste and spoilage.

Many a meal planner probably feels that she deserves a medal for some of the work she does along this line...it's nice to know that sometimes a person does get recognition for it.

LIVESTOCK SLAUGHTER QUOTAS SUSPENDED

All quota limitations on the slaughter of livestock were suspended, effective 12:01 A.M. on September 1, for a period of two months. This means that licensed slaughterers will be able to kill and deliver all the meat they can obtain for civilian use. Federally-licensed slaughterers must still, of course, set aside definite percentages of their slaughter to meet military needs.

We are now at the beginning of the normal heavy slaughtering season, and the War Food Administration hopes that by removing all restrictions, enough meat will move into the regular civilian supply channels to take care of all requirements.

No other provisions of the licensing program for slaughterers are changed, it should be understood. It is not possible to predict at this time whether the increased flow of meat into civilian channels will bring about any further change in point values.

THE UPS AND DOWNS OF THE BLUE STAMP FOODS

You've probably studied the new point value table for processed foods, the seventh since rationing, which became effective Sunday, September 5. There are more changes on this list than on any since Table No. 3, effective May 2. As you probably realize, the changes are based on a study of consumer buying, and also on the new pack production of the current canning season.

The canned and bottled fruits have been moving too rapidly into consumption, compared with the new packs by commercial canners, which are running lower than a year ago. Therefore, the increase in point value of from 2 to 6 points on apples, cranberries, peaches and pears is understandable. Right now, while there are fresh peach supplies in some parts of the country, is certainly the time for householders to put in some good ticks on home canning.

There are more downs than ups in the point change on vegetables, and the most welcome change is the reduction of the large cans of tomatoes from 24 to 21 points. They're still so high, however, that it's to be hoped every home canner will continue to put up plenty of tomatoes.

Six items in the frozen foods group are increased three points in value: All fruits or berries, green or wax beans and lima beans, cut corn, peas and spinach. It should be realized that the frozen food industry is a new one, and while it's been developing rapidly, it can't keep up with the demand. The convenience of frozen foods will have to be balanced against their relatively high point value, in the minds of busy-meal planners.

There's good news on dried beans, peas and lentils too...the beans are reduced from 4 to 2 points per pound...peas and lentils from 4 to 1. This should make the job of baking a big pot of delicious beans at home seem easier than ever. Canned baked beans, incidentally have gone up from 15 to 18 points, so the home-baked variety certainly becomes a bargain in blue stamps.

POINT VALUE CHANGES ON BUTTER AND MEAT:

By this time, no doubt, most of you have studied the new official OPA table of consumer point values, No. 6, effective from Sunday, September 5 through Saturday, October 2. It was released at nine o'clock last Thursday night, and if you had programs on Friday or Saturday, you doubtless discussed the changes on this table. The increase in the point value of butter, from 10 to 12 points a pound, is probably still the subject of much comment, particularly in view of the decrease in the set-aside

percentage of butter, announced on August 31. OPA gives as one reason that purchases in butter-producing areas have been so large lately that shortages have developed in other parts of the country. Also they point out that butter production in August was about 5 percent lower than had been estimated.

Butter Situation Not Fully Understood:

We've seen and heard a good deal of comment which indicated that the effect of the change in the set-aside percentage was not fully understood. It was said, when this was announced, that civilians were "getting a break on butter", and the implications were strong, if it was not actually stated, that this would mean more butter for civilians. Therefore, it's very likely that there is still some puzzlement as to why the point value of butter should have been raised at this time.

If it is not clear to all you broadcasters, we suggest that you re-read the last half of the story "Our Dairy Problem" in this issue of Round-up. The complete explanation given by Mr. Welden of the reasons behind the original set-aside order on butter, what it has accomplished, and the reason for the recently-announced changes is, we think, most helpful. Note, please, Mr. Welden's statement that the elimination of the set-aside will have the effect more of maintaining supplies than of increasing them. In other words, it's hoped that the supply of butter will remain fairly steady, but nobody can logically expect increased supplies during the season when production is always low.

Many Meat Point Values Reduced:

It's good news to all of us that the improvement in civilian meat supplies has brought about the reduction of the point value of a number of meats. Most lamb and bacon cuts have come down from one to two points, and this is true of sirloin steak and rib roasts. Several of the variety meats also take few red stamps now. The new table lists a total of 35 meat cuts which have been reduced either one or two points, and only one item, veal sweetbreads, showing an increase... these are up two points.

General supplies of meat are expected to be about 7 percent higher in September than last month. You might point out to your listeners that they probably will get a little more food for their red stamps in September than they did in August. The decrease in meat point values more than makes up for the higher point value of creamery butter.

By the way, there's one new item on the red stamp list...canned fish products containing more than 20 percent of rationed fish...such as sandwich spreads and fish paste. These are valued at 12 points per pound.

AN UNEXCLUSIVE AFFAIR

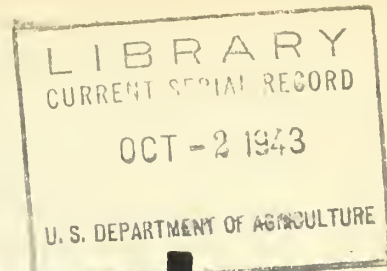
Here's a thought about school lunches...they're not a bit exclusive, either in the feeding of the youngsters or in their way of operation. If there's a school lunch program in operation in your community, it may be that the organization which is sponsoring it is in need of help...that's a problem everywhere in these busy war times. Why don't you give the sponsor a boost by making an appeal to other civic organizations to lend a hand, or at least to offer their assistance? Maybe the old proverb about many hands making

light work is too strong a statement...but many hands certainly will help to make things easier.

IN CASE YOU MISUNDERSTOOD....

If you keep a file of Radio Roundups, perhaps you'll look back to the issue of August 7th, at the item called "That Pressure Cooker Question". This was written as a warning against the use of the small size waterless cooker or steamer, for canning. We described the utensil as a small pressure cooker, specifying that it was intended only for cooking, and that it had a pressure gauge which cannot be regulated to maintain an even pressure. The question has been raised, however, as to whether some of you might not have misunderstood this warning. We'd hate to have anybody think we were casting aspersions on the small home pressure canner, or victory canner, as it's sometimes called.

We feel sure most of you understood that we meant the 2, 4, or 6 quart cooker, which steams vegetables and meats tender in a short time. Some people have experimented with this for home canning, and we still want to issue a warning that if everything comes out all right, it's a wonder.



Radio Round-up *on food...*

A SERVICE FOR DIRECTORS OF WOMEN'S PROGRAMS

DES MOINES, IOWA, Sept. 11, 1943

STRAIGHT TALK ABOUT TURKEYS

If the cooler weather of autumn makes you hanker for a taste of turkey...and if you have a neighbor, or perhaps a friend in the country who raises turkeys...maybe you're thinking that he might sell you a turkey some day soon. It certainly would make a luscious Sunday dinner...a special occasion...you'd probably invite some friends to enjoy it with you. It's a lovely dream...but that's just what it should remain...and here's why...we hope you'll tell your listeners.

The War Food Administration says that every single turkey must go to Uncle Sam, for the shipment overseas, to the fighting fronts, for the duration of the turkey embargo. Until 10 million pounds are obtained, and that embargo is lifted, it's illegal for anybody to sell to, or process turkeys for, any buyer except those authorized by the Quartermaster Corps to buy turkeys for the armed forces.

There's a chance, of course, that somebody might bring a turkey to your back door...remember those fur scarves they used to sell from a truck in a side street? If anybody offers you a turkey, regardless of price, during the next month or so,

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you can be sure that you're in contact with the Black Market. You should not only decline the offer, but report the illegal turkey peddler to the FDA or Q.M.C.

It may be that some unscrupulous dealer will put up the argument that he has only a few turkeys, some of them ready for market, and not enough to bother about trying to sell them to the Government. The thing for small producers to do is pool their birds with those of other producers, until they have a shipment of worthwhile size to send to some nearby plant that is processing turkeys for the Quartermaster Corps. Information about processing plants can be obtained from the Regional FDA Office in Des Moines, Iowa.

IT'S UP TO CONSUMERS

It's up to consumers to keep the meat rationing system working properly, and to do an effective job of licking the Black Market. That, in essence, is what Chester Bowles, OPA General Manager, said a few days ago. He gave assurance that no further reduction in meat point values would be possible during September. You'll remember that we wondered about this in last week's Round-Up, when we wrote a little story about the suspension of slaughtering quotas. Mr. Bowles pointed out that this does not mean a reduction of the Government's need, nor an increase in civilian supplies... it does mean that rationing now has the sole responsibility for limiting the civilian use of meat, so that the military and other government needs can be met.

Slaughterers were cautioned against selling more meat for civilian use than consumers can buy at the present point values, and Mr. Bowles also warned retailers and wholesalers not to increase their stocks of meat materially. This appeal won't mean anything to the dishonest dealers, however, if consumers are demanding more meat. Mr. Bowles pointed out that all the meat over and above the amount required to honor ration coupons has been allotted to the armed forces, and to other needs of the government. We don't believe anybody who understands this will want to do anything to deprive Uncle Sam of the meat necessary for his nephews and nieces in uniform. You can help by explaining it to your listeners.

HEALTH, BEAUTY AND THE BASIC SEVEN

Our 1943 standard of beauty is closely tied up with health. And to be healthy, we have to eat the proper foods every day. And at the present time, the ideal diet is based on the basic seven food groups as set up by the War Food Administration. According to the basic seven chart, everyone should eat foods from each of the seven groups every day. If you eat a certain amount of food from each of these groups daily, you will be supplied with all the necessary vitamins and minerals for that day. People who slight some of the vitamins are likely to go around feeling under par all the time. In addition, they often have a bad humor, a tired feeling, and unhealthy skin.

Group one of the basic seven consists mainly of foods rich in vitamin A -- yellow and green vegetables. Of course, there is a vast difference in the quantity of vitamin A in these vegetables -- the dark green leafy vegetables having a definite advantage over the others. If you run low on this vitamin you have a much greater chance of getting skin infections and eye diseases. People who are behind on their vitamin A requirements sometimes develop dry scaly looking skin. Some scientists report that a liberal supply of vitamin A helps to increase your resistance to colds.

Foods rich in vitamin C are found in group two. This includes citrus fruits, tomatoes, cabbage, and other raw salad greens. With deficiencies in these foods, signs of weakness or fatigue are likely to occur, gums bleed more easily, and the skin has a tendency to bruise at the slightest touch. Proper amounts of vitamin C also help in resisting infections and in helping wounds to heal.

The third group supplements the first two groups. There is such a wide range of vegetables included in this group that there isn't one particular food value for which it is noted. However, generous servings of these vegetables are essential to aid the good work done by groups one and two, and to make significant contributions to some of the other nutrients.

The main supplies of calcium are donated by the foods in group four, milk and milk products. Calcium is essential in building strong bones and good teeth.

Our principal protein foods -- other than milk-- are included in the fifth group. Servings of good quality protein help in building up worn-out cells which need replacing. A high protein diet is often an important factor in the recovery of wounded soldiers. In addition, most of the foods of this group aid in supplying you with some of the vitamin B complex.

Group six includes all whole grain or enriched bread and flour, and whole grain or restored cereals. They furnish a significant quantity of vitamin B-1 or thiamin. Foods from this group help keep up the morale--help to steady nerves, and aid in keeping you cheerful. People getting too little thiamin often have poor appetites and that tired feeling all the time.

Butter and fortified margarine belong to the seventh group. Here is another good source of vitamin A. In addition, foods from this group furnish fat, which is necessary in all diets.

Just because you eat the proper foods, we don't guarantee that you'll become a Hollywood glamour girl overnight, but America has come to realize the true relation of good nutrition to good health. Good nutrition doesn't guarantee good health, but you can't have good health without good nutrition.

FOOD DISTRIBUTION ORDER NO. 78--PEANUTS

Farmers are expected to produce almost a million and a half tons of peanuts this year, compared with only a little over a million tons in 1942. About 700,000 tons of the new crop will be used for peanut butter, candy, bakery products, and for roasting, frying and salting. The balance, with some deductions for seed and other farm use, will be crushed for oil. The War Food Administration says that if the peanut crop is properly distributed, there will be enough to maintain the 1942 level of edible use, even providing needed increase in peanut butter. This is expected to be used widely by civilians to supplement other spreads for bread.

That matter of proper distribution is what's behind FDO 78, which became effective September 1. This will make peanuts available in the same quantities as in the calendar year 1942 for edible peanut products. In addition, enough peanuts will be available for substantial increases in peanut butter and peanut oil to meet war requirements. Peanut butter is a food that's high in protein value. Peanut oil can be used interchangeably with other oils which are in shorter supply.

STOCK UP ON SPUDS!

In the interests of food conservation, the War Food Administration recommends that consumers stock up on potatoes a little later this fall, when they begin coming into your local market in generous supply. The September 1 forecast is for 460 $\frac{1}{2}$ million bushels...which is a lot of potatoes! It's considerably more than last year, and way above the previous ten-year average. There are some areas where there will be more potatoes than it's possible to store safely, commercially, and wherever there are large supplies at digging time, consumers will be urged to store potatoes for fall and winter use. This not only means that they'll have enough on hand for their own use, but will help to relieve the country storage situation.

We gave you suggestions for the storage of sweet potatoes last week... here's what USDA's bulletin "Home Storage of Vegetables and Fruits" (No. 1939) suggests about the storage of Irish potatoes: On the farm they may be kept in the storage room in the basement, in outdoor storage cellars, and in pits, or banks. When stored in cellars, potatoes may be put into barrels, boxes, baskets, crates, or bins, or on the floor, but they must be protected from the light. They must be protected from freezing too, and the air should be moderately moist.

In a town or city house, where the basement usually contains a furnace, potatoes cannot be stored for long periods. They can be held satisfactorily for short periods at temperatures of from 50 to 60 degrees, however, preferably in barrels or boxes, which tend to reduce the loss of moisture. Any vegetables or fruits available in the fall can be kept for a few weeks on a back porch or in the garage, but should be used up before freezing weather starts. In regions where the winters are not severe, the storage period in these places might be longer.

We suggest that you tell your listeners about the possibilities of storing certain foods for fall and winter use...many of the younger homemakers probably haven't ever given it a thought. We'll pass along more ideas from time to time.

A GIFT FROM YOU TO THE SCHOOL LUNCH PROGRAM

Do you suppose all your listeners realize that it's permissible for each member of the family to give away up to 50 quarts of home canned food? Many homemakers whose canning runs into the hundreds of quarts are doubtless making plans already to bestow some of the results of their labor on family and friends. Why don't you suggest to your listeners that part of this "gift quota" go to the School Lunch Program in your vicinity? And remind them that they don't have to be the parents of school children in order to participate in this community undertaking... it's important to everybody that the youngsters get plenty of good, nourishing food.

A recent OPA regulation increased the amounts of home and community canned food that can be accepted by a School Lunch Program. This will make it possible for schools to use practically unlimited amounts of processed foods produced from fruits and vegetables which would not be distributed commercially anyway. In general, the requirement is that they give up four points for every pound of canned goods. No matter how much they receive, however, they won't be asked to surrender to the local ration board more than 10 percent of their total allotment of ration points for any one food. A reminder from you might mean a lot to the School Lunch Program in your community.

THE MILK ORDER...FOOD DISTRIBUTION ORDER NO. 79

That's going to be a very important food order...it will affect the amount of milk most of us will have to use, as well as the amount of butter, cheese, ice cream and other manufactured dairy foods we'll get. The milk order was issued on September 8th, and it will go into effect first in the large city areas where the problems of milk supply are most critical..War Food Administration officials expect that by October 1st the program will be in operation in large cities in the north and east, and all along the west coast. It will be extended to other areas as necessary.

Reasons For The Milk Order

This new order can be described generally as a program of milk conservation and control. It hardly seems necessary to go into any great detail with you broadcasters about the need for such a program. We've already mentioned in RoundUp the milk shortages that are a critical problem in some parts of the country...the increased demand brought about by population increases in many war industry areas...the extra money people have to spend which they're putting into food...and you know about the heavy wartime requirements for dairy products. The 20 percent or more increase in the consumption of fluid milk over 1941 means that more and more milk is being diverted away from manufactured dairy foods, and the

purpose of the milk order is to check this rapid rise. It is hoped the milk order will do this, by what you'll hear called a "system of dealer quotas".

How the Order Will Work

Milk sales areas will be established all over the country, and milk distributors will be assigned quotas. These quotas will represent the maximum sales or deliveries of milk, cream, and milk products which they may make, as established by the Director of Food Distribution. In order to deal with the varying local problems, the Director has the power to name a market agent for each area and an advisory committee. It's expected that in most instances dealers' quotas will be set at just about the quantity of fluid milk sold in recent months. The idea, you see, is to keep the sale of milk from going up any further... not to cut it down.

As a matter of fact, if quotas are based on the current rate of deliveries, consumers, or a group will be able to buy more milk than they did in 1942. You might like to know that we've been using fluid milk and cream this year at the rate of 20 billion quarts annually, compared with a little more than 18 billion quarts in 1942.

Milk Rationing Hoped Unnecessary

WFA officials hope that consumer rationing of milk will be unnecessary. Milk is so highly perishable that rationing would present serious problems. There are already transportation difficulties, as you know. Rationing would require a much more even distribution of milk all over the country, to meet the ration to which everyone would be entitled, and these difficulties would be increased many times over. Then, there are distinctive food habits which, under normal conditions, bring about big differences in milk consumption in various sections of the country. Furthermore, there's the fact that in rural areas, and in many small towns and cities, many people have their own milk supply close at hand, in the form of cows in the barn. In view of all these factors, naturally, the War Food Administration wants to avoid milk rationing!

Who Gets Priorities On Milk Under New Order?

The Milk Order provides authority for controlling sales and deliveries of milk, not only to producers and distributors, but to various classes of purchasers, including retail stores, homes, and hospitals. If supplies aren't adequate to meet all demands, you may be sure that the essential needs will be met. Hospitals, pregnant and nursing mothers, young children, and those on special diets will be given priorities.

Can Consumers Help?

Yes, indeed. Consumers can work with retailers to meet these problems. Consumers can avoid suddenly increasing their purchases and use of milk. They can take the best possible care of milk and milk products... get every bit of good out of them. Healthy adults can be prepared to

cut down the amount of milk they drink if it seems necessary, in order to supply those who need it most. Every meal planner should remember to count the milk she uses in cooking when she's reckoning her family's milk requirements. Here's a chance for everybody to cooperate in a milk conservation program that's vitally important, especially in wartime. You broadcasters can do a tremendous amount of good by telling the true facts.

FACTS ABOUT FOOD SUPPLIES

At exactly three o'clock last Friday afternoon USDA's Crop Reporting Board released its newest report on various crops of food. This report is based on information furnished by crop correspondents, field statisticians, and cooperating state agencies, and will furnish you with the last word for any scripts you may be writing about food prospects. These days it seems as though food is just about as inevitable a subject of conversation as the weather used to be...it's one that everybody's interested too, regardless of age, sex, or previous condition of appetite.

General Prospects

According to this report, indications are that crop production will be 7 percent lower than last year, but even so, 4 percent higher than in any previous season. Here's a general picture of the forecast: The corn crop is expected to be the second largest in 23 years, though it's nearly 6 percent below last year's. Record crops are expected of beans, peas, soybeans, peanuts, rice, potatoes, flaxseed and grapes. Large crops of hay, oats, barley and grain sorghums are likely. Average is the word to describe the prospects for wheat, rye, cotton, tobacco, sweet potatoes, and the two sugar crops combined. Weather conditions were favorable to crops in northern areas, but brought about a decline in prospects in the south central states.

Fruit Prospects

Peach production is slightly higher than was indicated on August 1, but is still 36 percent lower than last year. The total production of pears will run 22 percent less than in 1942. Commercial apple crops will run about 28 percent smaller than last year's harvest. The outlook for orange and lemon crops, based on condition of the crop at this time, is considerably better than last year; grapefruit prospects are not quite as good.

Potato Prospects

The potato situation continued to improve during August, and it is expected the 1943 crop will be larger than any crop on record...33 million bushels higher than the previous record in 1928.

Milk Production Down in August

Milk production dropped more than usual in August, and was 2 percent below last year's for the same month. (See story on the milk order in this issue, and last week's story on the butter set-aside.) A further drop can be expected during the rest of the year.

Poultry and Egg Supply Situation Good

Egg production set an all time high for the month...9 percent above August of 1942, and 40 percent above the 1932-41 average. The figures for the first 8 months of this year were 13 percent above last year... they topped the 10-year average by 43 percent. The national food budget, you'll remember, allots to civilians 7 out of every 10 eggs produced, but at that, the demand is likely to exceed the supply.

The report indicates that chicken supplies for the rest of the year will be considerably greater than the record established in 1942. On September 1 there were nearly one-quarter billion chickens less than 3 months old on farms. This is 44 percent more than a year ago. Most of the chickens will go to civilians. Turkeys, as you know, all are going to the army these days, and will continue to do so until the government has the 10 million pounds which are to supply holiday dinners for our men in uniform. Turkey production is above average, but civilians may get a little less this year than last, because of the larger quantities being taken by the military forces.

Civilians Get 63 Percent of the Meat

We go back to a report dated August 25, from the Bureau of Agricultural Economics, for a prediction about meat. Revised estimates indicate a total production in 1943 of 24 billion pounds, the largest on record. This increase will come mainly from pork production, which is now expected to be 20 percent to 25 percent above last year. Don't forget, however, that under the food allocations (that national food budget we talked about in July and August Round-Ups) only 63 out of every hundred pounds of meat will go to civilians. Seventeen of that 100 pounds will go to the armed forces, and the remaining 20 pounds will be divided between our allies, the Red Cross, territorial possessions and a little held for reserve.

A Fair Picture of the Food Situation Should Be Presented

The foregoing will give you the overall food picture, and should help you in giving your listeners a fair estimate of the amount of food they may expect to have during the rest of 1943.



Radio Round-up *on food...*

A SERVICE FOR DIRECTORS OF WOMEN'S PROGRAMS

DES MOINES, ICWA, Sept. 18, '43

FISH IN THE FOOD BUDGET

Fish is the latest item added to the 1943 U. S. Food Budget (known officially as the Food Allocations). According to the WFA, approximately 65 percent of the over-all fish supply will be available to civilians during the 12 month period ending June 30, 1944. Consumers will have more than 4/5 of the fresh, salted, and cured supplies, but half of the canned varieties will go for direct war purposes.

Fresh Fish

The supply of fresh fish this year is estimated to be about 660 million pounds as compared with 702 million pounds last year.

Salted and Cured Fish

The expected supply of salted and cured fish totals 147 million pounds -- 106 million pounds will go to U. S. consumers. Approximately 40 million pounds will be exported to our territories.

US Department of Agriculture
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Canned Fish

There is expected to be approximately 72⁴ million pounds of canned fish this year. This is a 1⁴ percent drop from last year's supply. As canned fish is regarded as an important fighting food, the armed forces will get 103 million pounds. Almost 340 million pounds are to be made available to U. S. civilians, and the rest to U. S. territories and our allies.

There are several causes for the smaller supply of fresh fish this year. First, the government purchases are larger because of the increased size of the armed forces. Also, the reserve supply in freezing establishments is less than three-fourths of the quantity held at this time last year. A third reason is that many large fishing vessels have been requisitioned for military purposes.

ABSENTEEISM VS. FOOD SHOPPING

We hope many of you heard the broadcast Sunday afternoon, September 12 (Mutual 2:30 - 3:00) from the front lawn of the home of Governor Edison of New Jersey, and from Washington. It was so interesting that we want to pass on to you some of the ideas expressed, in case you missed it. The problems of absenteeism were presented, including the difficulties of transportation, child care, check-cashing, and shopping. Governor Edison opened the discussion, and there were several other distinguished speakers, including Roy F. Hendrickson, Director of Food Distribution. Particularly interesting were the comments of several war workers who presented their side of the case, and the explanations offered by representatives of some of the companies about whose services workers are complaining.

Both Sides of the Food Shopping Problem

The matter of food shopping is one on which we've written in Round-Up fairly recently, you'll remember, so we were especially interested in that portion of the broadcast. One of the speakers was a woman who works as cashier in a food store, and she said she considers her job just as important a war activity as any other. That, incidentally, is an attitude which it would be well for more store workers to have, and you broadcasters might help to develop it by pointing out how necessary this type of work really is. Another speaker was a man who runs a grocery store of his own, and he said customers complain because his store isn't open at all hours, so that they'd have plenty of time to shop, no matter what shift they work. He pointed out, however, that even in instances where a woman has stayed at home from work in order to do her shopping early, she hasn't found what she wants. This is because not enough food was coming into that particular area to meet the demand. That, of course, brought up another problem...the matter of food distribution, and the efforts being made to keep pace with the shifts in population.

Suggestions to Homemakers from Hendrickson

Mr. Hendrickson was the speaker on this particular subject, and we believe you'll be interested in his comments on the food shopping: "To help the retailer and the homemaker, we are urging that the food going to retail stores each week be divided into two equal deliveries, one early and the other late in the week. By doing this the homemaker will be just as able to get her supplies on Monday or Tuesday as she would if she waited until Friday or Saturday.

"This buying early in the week is important. If retailers are to reduce waste and make the best use of their manpower, transportation, and store facilities, then homemakers must get away from the practice of buying nearly three-fifths of their entire supply of food at the end of the week. Perhaps we need a mid-week "week-end". If the retail markets were closed every Wednesday afternoon, and if the prices advertised were the same throughout the week -- we believe homemakers would quickly adopt a habit of buying two or three days' supply of food on Monday or Tuesday, and again two or three days' supply before the end of the week.

"If homemakers will do more of their shopping earlier in the week -- if those who can, will buy during the hours when war workers are unable to do their shopping -- they will materially help the problem of distribution, and reduce the number of working days missed by employees of our war plants."

We hope you'll keep up your good work, and continue urging homemakers to do their food shopping early in the day, and to spread it out over the week.

SPEEDING BEEF SHIPMENTS OVERSEAS

Apropos of the boneless beef story in the September 4 issue of Round-Up, the WFA has announced that shipments of beef to American soldiers overseas are expected to be further speeded up by another WFA order. Of the beef that slaughterers operating under federal inspection are required to set aside for government use, 80 percent must be in the form of frozen boneless beef. The beef may be delivered in boneless form to military procurement officers, or the same amount of carcass beef may be delivered to boning concerns under contract to the armed forces.

This is for the purpose of making larger quantities of this type of meat more immediately available to military channels. Boneless beef is important because it saves shipping space, shipping costs, eliminates waste, and simplifies preparation.

THE LATEST IN FOOD DISTRIBUTION ORDERS

FDO No. 80 -- Concord Grapes

The WFA has taken action to assure plenty of concord type grapes for jams, jellies and fruit butters. This is all part of the plan to make bread a more attractive food for civilians by providing ample supplies of delicious spreads. FDO No. 80, effective September 20, restricts the sale of these grapes as fresh fruit in the five heavy commercial producing regions, so that

there will be good supplies of processed grapes for the manufacture of the bread spreads. Concord type grapes ordinarily are used largely for this purpose, but with the short crops of many fruits this year, the WEA thought it wise to make sure that these grapes were not diverted away from this important use. The restricted areas are designated counties in New York, Pennsylvania, Ohio, Michigan and Washington.

FDO No. 81 -- Oil of Peppermint

Peppermint oil is an essential ingredient in both food preparations and pharmaceuticals, including menthol and since the supply is now limited, the WEA has taken action to assure a fair distribution. Oil of peppermint is the volatile oil distilled from the peppermint plant. Most of the menthol formerly used in this country was imported from Japan, and since the war American farmers have tried to increase the production of oil of peppermint to meet the increased requirements. Unfavorable weather conditions, however, have resulted in a short supply, thus making control over our limited resources necessary. All persons who now own, control, or have in their possession oil of peppermint, are required to set aside 100 percent of their holdings for government action. FDO #81, effective September 13, requires this. Most of the domestic supply of this oil comes from Michigan, Indiana, Ohio, California and Oregon.

THE MAN WHO KNOWS

You probably have received, from time to time, inquiries on a variety of Agricultural subjects from experienced as well as novice farmers. In many cases a good reply might be, "ask your county agent. He knows farming conditions in your locality."

Perhaps the answers to the following questions will help to clarify the place of Mr. C. A. in the local agricultural situation.

Who is The County Agent?

He is an employee of his county, the State Agricultural College, and the U.S. Department of Agriculture. He usually lives at the county seat...knows the farm people and farming in his county thoroughly...knows the scientific resources of the State College and the USDA intimately and how to adapt for local use those that fit into the farming of his county. He works with every research, regulatory service and action agency affecting agriculture. He is an extension educator.

Who Decides What He Shall Do?

His employers, mentioned above. Most counties have a program-making body composed of farmers. With their county agent, they talk over farming problems of the county, and together work out a program of extension work that will bring to the farmers the findings of scientific research that bear on their problems and acquaint them also with the provisions of national agricultural measures and how to use them.

How Does He Carry on His Work, Since Counties Have Anywhere From One Thousand to Several Thousand Farms?

The county agent carries on his educational work through volunteer leaders -- community and neighborhood -- and through demonstrations of better methods by farmers who volunteer to carry out new ideas on their own farms for neighbors and others to observe.

What About Farm Women?

Two-thirds of the counties employ a woman (home demonstration agent) to work with rural homemakers in the same manner the county agent works on farming.

And the Farm Boys and Girls?

They share in extension programs through the 4-H Clubs conducted by county agricultural and home demonstration agents, assistant agents, or, in a number of counties, county 4-H Club agents.

Next week we'll answer some of the questions we've heard about the work of the home demonstration agent.

PROGRAM NOTES

Container Conservation

The WFA urges a drive to keep fruit and vegetable containers in circulation. Ask your listeners who buy in quantity to return the empty crates, hampers, boxes and baskets to their dealers, who can then re-distribute them to growers and packers. Some dealers may be willing to buy them back, so perhaps they'll prove to be a source of revenue. New containers are not being produced in normal quantities, you know, because of wartime needs of materials going into them. Returning containers certainly should be regarded as a patriotic service.

Beeswax an Essential in War Materials

Speaking of conservation...did you know that beekeepers are urged by WFA to save every possible ounce of beeswax? It goes into many war products... forms a protective coating for shells, machinery, even for fighting planes.... is better than paraffin for waterproofing carvass...is useful in dental work ...and has an important place in camouflage makeup used by rangers and commandos. The principal use of beeswax is for cosmetics for the feminine face, of course, but it's interesting to note how wartime uses are coming to the fore.

Fewer "Nuts to You" This Fall

The average American will eat only about a pound of nut meats this year, instead of the pound and a third he ate before the war, according to USDA estimates. Maybe you've heard that the nut trees in this country are producing large crops of walnuts, pecans and filberts, but not quite as many almonds as last year. The almonds and walnuts which used to come from Asia and Europe are wartime casualties, and there are fewer cashews from India and Brazil nuts from South America.

MEAT GRADE LABELING TO CONTINUE

Maybe you've heard that there may be a change in the grade labeling of meats by department of agriculture inspectors. Well, it's one of those rumors which has been spiked. On September 14th, the Office of Economic Stabilization authorized OPA to enforce grading and grade labeling of meats. In giving OPA authority to act as an enforcement agency, OES also gave it power to make surveys and investigations, to issue interpretations, and to bring any actions it may consider necessary. Prosecutions for violation of the regulation will be conducted by the Department of Justice, OES announced.

Fred Vinson, Director of Economic Stabilization, has declared that grade labeling is essential to enforcement of OPA price ceilings on meat. He has directed that all beef, veal, lamb and mutton be graded by Federal Inspectors according to uniform USDA standards.

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Radio Round-up

on food...

A SERVICE FOR DIRECTORS OF WOMEN'S PROGRAMS

DES MOINES, IOWA, Sept. 25, '43

MORE FACTS ABOUT THE F.F.F.F. CAMPAIGN

You may as well become familiar with those initials... they stand for Food Fights For Freedom...and for the next two months you're going to hear and see a lot of them. In the August 28th issue of Radio Round-Up we told you about the plans then being made. It may be that your own community is already doing something about it...the goal of the campaign is "An Active Committee in Every Community".

A community mobilization handbook is going out...may have gone already, in fact, ...to the people who are organizing local committees. The object of these committees will be to enlist every home, and every member of the family, in the campaign. You might tell your listeners to be expecting a call, perhaps from a friend or neighbor, who'll be representing the local committee. The plan is to pay a personal call at every single home, to explain the purposes of the campaign, and to answer all kinds of questions. The caller will have a quiz sheet to leave with the family, designed to cover the questions most frequently asked about food.

US Department of Agriculture

FOOD DISTRIBUTION ADMINISTRATION

If every homemaker can be enrolled as a food fighter for freedom, there's no doubt that every one of them will follow the slogan of the F.F.F.F. Campaign...produce and conserve...share and play fair.

WAR RATION BOOK 4 CASTS ITS SHADOW

You'll go back to school for War Ration Book 4, CPA announces. They've called on the schools again to distribute the newest ration book, because there isn't enough time between the completion of the task of mailing book 3 and the date when book 4 will come into use to organize the facilities for handling applications by mail. During the last 10 days of October, Book 4 will be distributed to more than 120 million persons. Time and places will be announced locally. You can be of assistance by making this announcement from time to time during the month of October, as we'll start using the book in November and it's important for everyone to have a copy.

Statistics on War Ration Book 4

It will last at least 96 weeks. It has 8 pages, containing a total of 384 stamps.

All stamps are the small size used for the first time in book 3. Colors of the stamps are blue, red, green and black.

There are 96 point stamps in each color, blue, red, and green. The green stamps will be used on a carry-over basis, in connection with the blue processed foods stamps, in much the way that the brown stamps in book 3 are now being used for meats, fats, and cheese. There are 96 unit stamps printed in black ink. 72 of these are marked "Spare" and they can be used in case additional ration stamps are needed for any programs. 12 of the black printed stamps are marked "sugar", and the other 12 "coffee". Since coffee is no longer rationed, these 12 stamps also can be used as spares. You might like to explain that, since the plates for book 4 had been made, and printing started before coffee was removed from rationing, it was decided to let these go through. Changing the design would have meant delay, expense, and a waste of materials.

Red and blue tokens will be issued to use as change for red and blue stamps in buying meats, fats, rationed dairy products, and processed foods, beginning early in 1944.

New Book Will Mean Saving In Money

The printing and distributing of each series of ration books amounts to about a million and a half dollars, to say nothing of the man hours donated by the volunteer workers who distribute the books. Therefore, the new book, designed to last almost two years, is believed likely to effect a considerable saving over the cost of the first three.

SOYA RECIPES ON THE WAY

You've probably been reading and hearing a lot about soya products lately. It's likely that you'll soon be finding them on the shelves of your grocery stores. The Bureau of Human Nutrition and Home Economics has for some time been making tests so they'll be able to provide helpful information concerning these products. About 1500 of these tests have been made. Later this fall a folder of recipes will be published, telling homemakers how to use soya flour and grits... we'll see that you get a copy.

Soya flour and grits will soon be used in soup powders, macaroni, breakfast cereals and pancake mixes. Attractive small packages of soya grits and flour will be sold for home use, not as substitutes for wheat flour, but as protein fortifiers in bread, cakes, pancakes, meat loaves, and other homemade stand-bys. The main thing to remember in preparing any food made with soya is to follow the recipes given for that particular soya product.

Mr. Don Payne, Chief, Soya Products Section, Food Distribution Administration, was asked in a recent broadcast, "Will housewives really benefit by using more soybeans and soya combinations?" Mr. Payne replied, "not only housewives, but their hard working husbands and their growing children. Soya products are naturally packed with high quality protein. Adults need lots of protein to keep their muscles and tissues in top working order. Children need protein for growth. Soya flour contains the highest percentage of high quality protein of any food available today -- that is, any food available in large quantities... and these days when we all have to watch our food budget, it's a low cost source of protein."

TAKING THE PLACE OF TIN

Perhaps you've heard people wondering out loud once in a while why more glass isn't used to take the place of tin in packing the food we buy at the grocery store. Maybe you've even noticed an occasional "letter to the editor" along this line. One we saw the other day said: "It really seems to me that it's the patriotic duty of the big food packers to use far more glass than they do in packing fruits and vegetables. We all know that the materials glass is made from are much more plentiful than tin, and I can't understand why they don't do much more along this line."

That started us thinking. We realize, of course, that a good many food products have been packed in glass, and very successfully, for a number of years. We know that wartime needs have cut down the use of tin, however, and that many of the big food packers already have started using a good deal more glass. This change must be presenting difficulties, however, and we decided a bit of research was in order to find out just what happens when they start wrapping our favorite foods up in glass

THE HISTORY OF THE
CITY OF NEW YORK

From the first settlement
of the Dutch in 1624
to the present time
by John Smith
of the City of New York
and John B. Smith
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in processing canned foods. All this means adjustment in the use of cooking equipment, and slows down the rate of movement through the retort stage. It means also an increase in manpower requirements.

It's obvious that there are reasons for and against wide-spread packing of fruit and vegetables in glass...wartime needs for tin and steel make it necessary to a greater extent than in peacetime, however. If conditions of war should make drastic conservation of tin necessary, every effort would be made to expand all methods of processing...packing in glass, dehydration, and freezing. It seems to us that many of your listeners might be interested in hearing some of the whys and wherefores of this important subject.

THE WOMAN WHO KNOWS

As we told you we would last week, we've obtained the answers to some questions about the County Home Demonstration Agent, who works with rural homemakers in much the same way that the County Agent works with the men on farms. Here they are, for your own or your listeners' information:

Who Is the County Home Demonstration Agent?

She's a member of the County Extension Service and, like the County Agricultural Agent, is cooperatively financed and supervised. The County, the State Agricultural College, and the USDA share in maintaining this service. She cooperates with all agencies represented in the county in programs that touch on homemaking.

How Many Are There?

About 2000 counties, or approximately 2/3 of the total, employ a Home Demonstration Agent.

What is Her Work?

The Home Demonstration Agent's Program of work depends on the problems and interests of the rural homemakers of her county. It may cover all phases of homemaking...nutrition, food preparation, food preservation, meal planning, clothing, home management, home furnishings, health, economics, family relationships, and what might be called community homemaking...ways in which homemakers can help make a better community in which to live.

She's a Busy Woman...Does She Have Help?

Like the County Agent, she carries on her program through volunteer leaders... farm women whom she trains in subject matter and methods of demonstration. She's a home economics graduate, and maintains close contact with research at the State Agricultural College, the USDA, and other research agencies.

When there are results of research that bear on conditions in her county, she puts them into form for practical use. She usually trains local leaders to try them out, and pass them on to their neighbors. In most counties the Home Demonstration Agent is responsible for extension work with rural boys and girls...4-H Club work. Home Demonstration Agents have been of great help this year in victory garden and community canning endeavors.

COMING CLEAN ON THE SOAP SITUATION

Beginning about October 1, a program goes into effect that's likely to bring more soap to all the stores, instead of no soap in some of them, as has been the case lately. The WFA has announced that this program will increase soap production for civilians by 28 percent.

Manufacturers are to get additional fats and oils for making household, liquid, and bar soaps. They have been restricted to 80 percent of the quantity they used in 1940-41, but it's going up to 90 percent. For industrial soaps, they'll get 10 percent more than in that period; for abrasive pastes and powders (commonly called mechanic's soap) 50 percent more.

The increase is possible because of much greater soybean oil production and an increased supply of palm and coconut oils.

This is good news to receive at fall housecleaning time...though certain small boys probably won't think so. They've doubtless been secretly pleased at the idea of a soap shortage.